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ABSTRACT

Based on a two-phase survey of 118 Association of Research Libraries member libraries which was conducted between November 1987 and January 1988, this report begins with an overview of the responses from 16 respondents who indicated that they had a centralized approach to publishing. Areas studied include the nature of centralized programs, program goals, advantages and disadvantages of centralized programs, staffing and organization, distribution and marketing, development of a centralized program, and issues and needs. A brief report on the survey is then presented, followed by a collection of materials contributed by participating libraries. These materials are divided into four categories: (1) Position Descriptions (University of California-Los Angeles, National Library of Medicine, University of Texas-Austin, University of Toronto, and Yale University); (2) Questionnaires and Surveys (Columbia University, University of Toronto); (3) Reports and Program Descriptions (Brown University, University of California-Irvine, Columbia University); and (4) Policies, Procedures, and Guidelines (Brown University, University of California-Berkeley, Stanford University, University of Texas-Austin, University of Toronto, University of Virginia, University of Waterloo). (6 references) (EW)

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* * *

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spec flyer
#145—June 1988
OMS
Systems and Procedures Exchange Center
ISSN 0160 3582

LIBRARY PUBLICATIONS PROGRAMS

Publications programs within members of the Association of Research Libraries (ARL) are varied in nature, yet are uniformly committed to promoting and supporting library programs, collections, and services. Publications programs help communicate a library's messages to its external environments and to a lesser extent serve as a publishing outlet for staff. In most research libraries, the development of publications is a grassroots activity, with individual departments initiating and coordinating production and distribution. However, some libraries operate established library-wide programs that resemble their cousins, the university or institutional presses.

To document the extent and nature of publishing within the membership of ARL, and to then focus on centralized, established programs that could serve as models, SPEC conducted a two-phase survey between November 1987 and January 1988. Of the 118 ARL libraries initially surveyed, 105 of the 110 respondents indicated they operated publishing programs, loosely defined as the production of materials for any targeted audiences. From this initial survey, 24 libraries clearly operated centralized programs, with one person or committee coordinating the publishing process library-wide. Another 34 published extensively on a programmatic basis, and 47 libraries operated on a decentralized basis.

Forty respondents with a centralized approach to publishing were selected to complete an in-depth questionnaire concerning their goals, audiences, formats, schedules and procedures; their management and level of organizational support; and their production and marketing. Twenty-six libraries responded, and 16 (12 university and 4 non-university) of these were analyzed for this SPEC Flyer and Kit. The accompanying Kit includes more complete results from both surveys.

THE NATURE OF CENTRALIZED PROGRAMS. The focus of this flyer is on programs that have specific attributes in two areas:

> Centralized: Full or part-time staff or editorial board/committee/task force coordinating library-wide publishing activities
>
> Formal: Program exists to satisfy more than ready-reference and signage needs. Products include a variety of materials issued on an ongoing basis, some of which are substantial and of lasting value.

With designated staff time and resources, centralized programs can publish a slightly wider variety of materials, as well as materials requiring significant investment such as exhibition catalogs. With the exception of four types of publications (newsletters, bibliographies, acquisition lists, and archival guides), a higher percentage of centralized programs than decentralized programs publish in each of the 14 categories described in the survey.

Interestingly, the management structure of the program does not always dictate the amount and type of publications produced. Some decentralized programs publish just as widely as the centralized programs. Both types of programs most frequently publish newsletters followed by bibliographies and reference tools, confirming the practical nature of library publishing goals. However, the 14 categories of the initial inquiry do not do justice to the wide variety of materials libraries publish. In the "other" category, ARL libraries listed walking tour maps, library lectures, occasional paper series, online catalog manuals, and regional oral history projects, among others.

PROGRAM GOALS. The purposes of centralized publication programs, as expressed in planning documents, are not necessarily to publish more materials, but to derive maximum benefit from what is already being done. Coordinated publications help library staff provide improved service through easier access. Higher visibility promotes the use and study of library materials. In policy statements, libraries commonly express a desire for publications with a designed appearance, a distinctive style, and a consistency in tone, format, and policy. Encouraging high quality writing, standard bibliographic and editorial formats, and professionally produced graphics upgrades the library's image as a dynamic and professional organization within the university or institutional community. It also helps to develop a sense of community within the library.

Promotion of library programs and liaison with library users are the two top-rated purposes for publications programs, based on rankings from the 16 libraries surveyed. "Faculty and staff communications" was added by one library as its main goal, while another library noted its main purpose is to "instruct and inform library users concerning current library operations, procedures, services, catalogs, and collections." Publicizing individual collections, quality control for graphic and editorial standards, and enhancement of library prestige are the next highest ranked purposes, in that order. Serving as a research and publishing outlet for staff and complementing research and publishing of the parent organization ranked next among program purposes. Less than five respondents each checked "maintain and distribute inventory" and "mandated by parent organization." Only one library checked "income."

ADVANTAGES AND DISADVANTAGES OF CENTRALIZED PROGRAMS. With the advantages of designated staff time and budget, a centralized program can produce materials on a regular basis, and can often affect cost savings due to consolidation of resources. A library-wide program is more able to disseminate publications to a variety of target audiences, both within and outside the library, and often is better able to develop publications representing the entire library, such as newsletters, annual reports, histories, and exhibition catalogs, because of its access to information and central administrative position. On an operational level, a centralized program can prevent duplication of effort, promote similar services and inform departments of new or updated publications, and improve or standardize the presentation of materials.

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Conversely, there can be greater competition for resources in a centralized program. Decisions regarding what can be published in a given timeframe must be weighed. In order to strike a balance, it is always possible that one publication may be rejected in favor of another. As a program is organized, there also may be resentment over a perceived loss of control over information. Operating a successful program requires maintaining a delicate balance between individual initiative and the needs of the centralized program; between the demands of consistency versus creating a bureaucracy to achieve those ends.

STAFFING AND ORGANIZATION. Based on the 16 libraries selected for close analysis, publications coordinators spend only a portion of their total job time on publications. The greatest portion of time spent on publications was 75 percent. Other replies ranged from 50 percent to 25 percent to 5 percent. Nor do job titles always reflect the level of responsibility. Some respondents listed their job titles as Assistant Director, Library Systems/Planning Officer, and Reference Bibliographer.

On a library's organization chart, a publications program generally is located in a public services branch, or committee/board members are predominantly from public service departments. Individual administrators often are backed by a publications committee or editorial board consisting of library staff members whose duties can be as varied as the programs themselves. Typically, the committees or boards review policy and sometimes manuscripts, assist staff members in publication preparation, and sometimes write and edit general library publications such as newsletters. Five of the 16 respondents have a publications committee as well as a coordinator. Four have an editorial board and coordinator.

All but two respondents report financial support from general funds. Slightly less than half receive income from the program, and no respondent reported making over $5,000 income. Operating budgets are generally not extravagant either. Eight respondents reported budgets in the $10,001–$50,000 range; three were in the $5,001–$10,000 range; and four in the $0–$5,000 range.

DISTRIBUTION AND MARKETING. These practices bear out the concept that most publication programs are not developed to produce income. The most common method of distribution is the handout-giveaway. Libraries do market, but not in the traditional commercial sense. Instead, they market to reach an audience, and to insure appropriate demand and continued publication, if necessary. In order of frequency, libraries report using classified advertisements, review copies, targeted mailing lists, and direct mailing. Most libraries had not conducted any marketing analyses, and two respondents indicated they evaluate their marketing efforts through analysis of sales.

Do marketing efforts match publication efforts? While it's difficult to gauge trends from this small sample, it's possible to conjecture that, in general, libraries publish for a limited audience, and profit from income is not a major concern. Additionally, publications coordinators are balancing this responsibility with others.

DEVELOPMENT OF A CENTRALIZED PROGRAM. Libraries considering centralization can martial existing and new resources to coordinate existing decentralized publications activities. Study groups or task forces consisting of staff members can conduct needs assessment surveys and submit recommendations. In the studied libraries, staff from public services departments and occasionally technical services made up committees or editorial boards. Sometimes, the coordinator was a new position, and other times a reassigned staff member, depending on the time alloted to the program. Work study students and interns were used to assist with editing, proofreading, copying, and collating. In their planning documents, some university libraries discuss commissioning graphics students versus commercial artists to design logos. Other university services and departments, such as English departments, public relations, computer analysts, and campus-wide publications offices, can offer start-up expertise for new programs.

ISSUES AND NEEDS. Assigning staff to produce publications can exert pressure and shortchange primary services while detailed employees research and write. For that reason, a carefully-constructed needs assessment which takes into account the goals of the library and the needs of its users should be conducted before expanding or creating a publications capability. In addition to educating users and promoting collections and services, another benefit of centralized library publications from an administrative viewpoint is in the area of fundraising and development. Library publications can help keep users and potential donors aware of library goals and needs on a continuing basis and can heighten a library's visibility and recognition with a unified image.

Among the 16 programs studied, only modest resources have been committed to marketing, with little analysis of its effectiveness. One unhappy result of mismatched publishing and marketing can be a considerable publishing effort unrewarded by commensurate demand. To what extent should a library publications program function like a university or commercial press. To what degree are these programs contributing to an information overload that libraries seek to tame, and to what extent are they providing truly unique and needed statements, worth the diversion of critically needed resources.

In addition, many library publications are not covered by standard bibliographies, indexes, guides, and reviews for the professional literature. Libraries can be left with an undistributed inventory, while those who could benefit from the publications are unaware of their existence. This lack of coordination has led author Norman Stevens to suggest a compilation for library publications by a library organization, association, or commercial source.

The SPEC Kit on Library Publications Programs (#145, June 1988) contains full survey results; job and committee descriptions from five institutions; program questionnaires from two institutions; three reports and program descriptions; seven libraries' policies, procedures, and guidelines; and a selected reading list.

* * *

This flyer and kit was prepared by Monica L. Knudsen, librarian and free-lance writer, Bethany, Oklahoma, as part of the OMS Collaborative Research Writing Program.

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Kit #145
June 1988

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SURVEY AND RESULTS

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INITIAL INQUIRY
LIBRARY PUBLICATIONS PROGRAMS

TOTAL REPLIES

TO: SPEC Liaisons November 23, 1987

FROM: Monica Knudsen, Collaborative Research/Writer
Maxine Sitts, SPEC Maxine Sitts

SPEC will be publishing a Kit/Flyer on library publications programs in 1988. As a first step, we are asking ALL ARL members to respond to the three questions below, so that we can get an idea of the various types of publications programs that currently exist, as defined by individual libraries. We will then send a more detailed survey to selected libraries in mid-January.

* * *

LIBRARY/INSTITUTION: Institution Summary

1. Does the library operate any type of publications program?
______ YES ______ NO

2. If YES, please provide the name and title of the person responsible for the program:

NAME: ______

TITLE: ______

ADDRESS (if different from main library)

Total Replies -- Library Publications Programs -- 105 Respondents

3. If YES, which types of materials does the library publish (check as many as applicable):

73	Bibliographies
45	Exhibition Catalogs
49	Annual Reports
64	Reference Tools
86	Newsletters
50	Acquisitions Lists
22	Union Lists
36	Policy Statements
28	Histories (of collections, libraries, etc.)
24	Works using Library Collections as Primary Resources
44	Archival Guides
25	Collection Inventories
18	Results of Studies or Surveys

Other (please specify): ______

RETURN BY DECEMBER 10, 1987
Monica L. Knudsen
OMS Collaborative Research/Writer
P.O. Box 639
Bethany, OK 73008-0639
PHONE: (405) 943-2060

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INITIAL INQUIRY
LIBRARY PUBLICATIONS PROGRAMS

REPLIES FROM
CENTRALIZED
PROGRAMS

TO: SPEC Liaisons November 23, 1987

FROM: Monica Knudsen, Collaborative Research/Writer
Maxine Sitts, SPEC Maxine Sitts

SPEC will be publishing a Kit/Flyer on library publications programs in 1988. As a first step, we are asking ALL ARL members to respond to the three questions below, so that we can get an idea of the various types of publications programs that currently exist, as defined by individual libraries. We will then send a more detailed survey to selected libraries in mid-January.

* * *

LIBRARY/INSTITUTION: Institution Summary

1. Does the library operate any type of publications program?
   ______ YES ______ NO

2. If YES, please provide the name and title of the person responsible for the program:

   NAME: ____________________

   TITLE: ____________________

   ADDRESS (if different from main library)

   Centralized Library Publications Programs -- 24 respondents

3. If YES, which types of materials does the library publish (check as many as applicable):

20	Bibliographies
19	Exhibition Catalogs
17	Annual Reports
21	Reference Tools
24	Newsletters
15	Acquisitions Lists
8	Union Lists
13	Policy Statements
8	Histories (of collections, libraries, etc.)
10	Works using Library Collections as Primary Resources
14	Archival Guides
9	Collection Inventories
7	Results of Studies or Surveys

Other (please specify): see list (p. 17)

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INITIAL INQUIRY
LIBRARY PUBLICATIONS PROGRAMS

REPLIES FROM DECENTRALIZED PROGRAMS

TO: SPEC Liaisons November 23, 1987

FROM: Monica Knudsen, Collaborative Research/Writer
Maxine Sitts, SPEC Maxine Sitts

SPEC will be publishing a Kit/Flyer on library publications programs in 1988. As a first step, we are asking ALL ARL members to respond to the three questions below, so that we can get an idea of the various types of publications programs that currently exist, as defined by individual libraries. We will then send a more detailed survey to selected libraries in mid-January.

* * *

LIBRARY/INSTITUTION: Institution Summary

1. Does the library operate any type of publications program?
____ YES ____ NO

2. If YES, please provide the name and title of the person responsible for the program:

NAME: ____

TITLE: ____

ADDRESS (if different from main library)

Decentralized Library Publications Programs -- 47 respondents

3. If YES, which types of materials does the library publish (check as many as applicable):

37 Bibliographies
20 Exhibition Catalogs
22 Annual Reports
31 Reference Tools
42 Newsletters
28 Acquisitions Lists
8 Union Lists
18 Policy Statements
18 Histories (of collections, libraries, etc.)
10 Works using Library Collections as Primary Resources
26 Archival Guides
12 Collection Inventories
10 Results of Studies or Surveys

Other (please specify): see list (p. 17)

RETURN BY DECEMBER 10, 1987
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INITIAL INQUIRY
LIBRARY PUBLICATIONS PROGRAMS

REPLIES FROM UNDETERMINED PROGRAMS

TO: SPEC Liaisons November 23, 1987

FROM: Monica Knudsen, Collaborative Research/Writer
Maxine Sitts, SPEC Maxine Sitts

SPEC will be publishing a Kit/Flyer on library publications programs in 1988. As a first step, we are asking ALL ARL members to respond to the three questions below, so that we can get an idea of the various types of publications programs that currently exist, as defined by individual libraries. We will then send a more detailed survey to selected libraries in mid-January.

* * *

LIBRARY/INSTITUTION: Institution Summary

1. Does the library operate any type of publications program?
______ YES ______ NO

2. If YES, please provide the name and title of the person responsible for the program:

NAME: ____________________

TITLE: ____________________

ADDRESS (if different from main library)

Undetermined Library Publications Programs -- 34 respondents

3. If YES, which types of materials does the library publish (check as many as applicable):

16	Bibliographies
6	Exhibition Catalogs
10	Annual Reports
12	Reference Tools
20	Newsletters
7	Acquisitions Lists
6	Union Lists
5	Policy Statements
2	Histories (of collections, libraries, etc.)
4	Works using Library Collections as Primary Resources
4	Archival Guides
4	Collection Inventories
1	Results of Studies or Surveys

Other (please specify): see list (p. 17)

RETURN BY DECEMBER 10, 1987
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TO: Library Publications Program Contact January 23, 1988

FROM: Monica Knudsen, Collaborative Research Writer
SPEC Center, Maxine Sitts

Thank you for responding to the November 23, 1987 Initial Inquiry on Library Publications Programs. Because of your interest in this area, we are sending this survey directly to you, rather than the SPEC Liaison. The results of this survey will be available as part of a SPEC Kit this Summer. We are designing the Kit to serve as a useful planning and management tool for library publications program staff.

The Initial Inquiry that you returned shows that ARL member libraries have a wide variety of publications programs. In order to focus more uniformly on this topic, we have limited this survey to programs appearing to have the following attributes:

- Centralized -- full- or part-time staff or editorial board/committee/task force coordinating publishing activities library-wide.
- Formal -- the program exists to satisfy more than ready-reference and signage needs. Activity includes a variety of materials issued on an ongoing basis, such as books, exhibition catalogs, bibliographies, guides to special collections, or reference tools. At least some of these should be substantial and of lasting value, and may be externally produced, e.g., through a publisher or contractor.

If the library's publications program does not have these attributes, then you may note below and return the survey uncompleted. (However, if you wish to take part in the survey, please do so.)

_____ Our program does not appear to have the above attributes.
(Name) ____
(Library)____

Responses to the enclosed survey and copies of readily-available documents are needed for the SPEC Kit. Documents can include organization charts, job descriptions, goals and policies statements, planning documents and committee reports, procedures documents and forms illustrating how the program is administered, lists of award-winning publications or program awards, and lists of publications. Return these materials with the survey by February 29, 1988 to:

Monica Knudsen, Collaborative Research Writer
P.O. Box 369
Bethany, Oklahoma 73008-0639

PHONE (405) 943-2060

January 23, 1988

LIBRARY PUBLICATIONS PROGRAMS

Respondent Number of respondents: 16 Phone

Library Institution Summary

BACKGROUND/OVERVIEW OF PROGRAM

1. See list What year was the publications program established?

2. What are the stated purposes for the program? Check as many as apply, and rank the top three purposes (1=most important).

9 Research, publishing outlet for staff
14 Promotion of library programs
3 Maintain, distribute inventory
15 Publicize individual collections
12 Liaison with library users
1 Income

10 Quality control for graphic, editorial standards
2 Mandated by parent organization
4 Complement research, publishing of parent organization
9 Enhance library prestige
6 Other

NUMBER OF LIBRARIES RATING PURPOSES:

RATINGS:	1	2	3
Research...	-	2	2
Promotion...	4	6	3
Maintain...	-	-	-
Publicize...	3	-	4
Liaison...	3	4	1
Income...	-	-	-
Quality...	2	2	1
Mandated...	-	-	-
Complement...	-	1	-
Enhance...	-	-	1
Other: See List			

3. Whom does the program publish? Check as many as apply.

15 Librarians
6 Teaching faculty
10 Library support staff

4 Task Force/Committee
1 Graduate students
4 Other (specify)

(see list) *Enclose descriptive materials.*

4. Who are the primary, defined audiences? Check as many as apply.

7 Libraries with collections in subject of publication
13 Donor/friends group
8 Universities with departments in subject of publication

2 Professional associations
14 Library users
4 Other (specify)

(see list)

5. In what formats does the program publish? Check as many as apply.

11 Paperback
6 Hardback
15 Pamphlet/Brochure
6 Microform
2 Audio/sound recordings

2 Videotape
1 Videodisc
1 CD-ROM*
3 Other (specify)
(see list)

* Although NLM does not publish in CD-ROM, it authorizes private firms to use NLM data on CD-ROM.

6. Are there established schedules/targets for any publications, e.g., three new titles per year?
9 YES If YES, how many titles/year see list
6 NO

Enclose documents describing schedule, or briefly discuss.

7. Are there established procedures for submission, review, and acceptance of an item? 12 YES 4 NO

Enclose documents describing the process, or briefly discuss.

Comments:
1. Random selection.
2. Guidelines being worked on.

8. Check all criteria used in deciding to publish an item.

16 Content covers library collections/services
12 Library collections used as primary resources
10 Contribution to field of bibliography

3 Donor requirement
6 Contribution to other specific disciplines
4 Contribution to field of librarianship
2 Other (specify)
(see list)

Enclose criteria statement.

MANAGEMENT AND SUPPORT OF PROGRAM

9. How is the program administered? Provide title/name of position or committee.

12 Individual administrator: ________
Approximate percent of time spent on publication program ________%
6 Editorial board: ________
9 Publications Committee: ________
1 Other: Ongoing administration will be determined later.
Currently: Instructional Publications Committee and library administration.

Enclose job descriptions or committee descriptions.

10. In addition to above, how many staff are assigned to the program?
see list FTE.

Enclose job descriptions and organization charts.

11. How is the program funded? Check as many as apply; if more than one, indicate approximate % of funding from each source.

14 General library funds
3 Endowment(s)
7 Income from program
5 Gifts
1 Grant supported
2 Other (specify)

12. What is the program's average annual budget?

4 0-$5000
3 $5001-$10,000
8 $10,001-$50,000
0 $50,001-$100,000
0 $100,001-500,000
1 Over $500,000

13. What level of income does the program produce?

7 Not income producing
8 0-$5000
0 $5001-$10,000
0 $10,001-$50,000
0 $50,001-$100,000
0 $100,001-500,000
0 Over $500,000

14. Where is produced income deposited?

6 General library account
3 Publishing account
2 Other (specify)
(see list)

Enclose documents on funding and budgeting processes.

PRODUCTION

15. Indicate approximately what percent of publications are produced: See list.

__________ Inhouse within the library, using library staff

__________ Cooperatively with other organizations such as university presses, libraries, library consortia, etc.

__________ Contractually with for-profit book or microform publishers

__________ Other (specify)

Enclose examples of agreements, policies, procedures.

MARKETING

16. How are publications distributed? Check as many as apply.

3 Bookstores
6 Unsolicited mailings
14 Handouts/giveaways
12 Direct orders
6 Other (specify)
(see list)

17. What kinds of marketing methods are employed? Check all that apply.

6	None
0	Classified advertising
7	Review copies to scholarly journals
7	Press releases
2	Booksellers
6	Use of targeted mailing lists
5	Direct mailing of flyers to identified markets
1	Endorsements
4	Authors' contacts
4	Other (specify)

(see list)

18. Approximately what percent of publications are earmarked for: See list.

_________ Complimentary/review copies
_________ Sales
_________ Other (specify)

19. Does the program do marketing analysis? _____ YES 15* NO 1 Not answered.

If YES, enclose examples or discuss briefly.

Comment:
*14. As a federal agency we don't engage in "marketing" in the same sense as private organizations. Continued publication of a title is justified (or not) by its sale through GPO or NTIS.

20. How does the program evaluate its marketing efforts?

Enclose documents, or describe briefly.

1. Analysis of sales.
2-13, 15, 16. Not answered.
14. See question #19.

GENERAL COMMENTS

Do you have any general comments or advice that would be helpful for other libraries? For example: What expected and unexpected benefits have occurred within the library's publications program? What expected and unexpected drawbacks have occurred? Use the back of this page, or enclose documents.

Please enclose documents such as organization charts, job descriptions, goals and policies statements, planning documents and committee reports, procedures documents and forms illustrating how the program is administered (e.g., author and manuscript inquiry, financial analysis, letters of agreement, marketing assessments, etc.), lists of award-winning publications or program awards, and lists of publications.

Return these materials with the survey by **February 29, 1988** to:
Monica Knudsen, Collaborative Research Writer
P.O. Box 369
Bethany, Oklahoma 73008-0639
PHONE (405) 943-2060

REPLIES

1. **What year was the publications program established?**

1.	Boston Public Library	1895
2.	Brown University	1983
3.	University of California, Berkeley	1981
4.	Center for Research Libraries	1950s
5.	Columbia University	1976
6.	Dartmouth College	1931
7.	University of Kentucky	not answered
8.	University of Oregon	1987
9.	Smithsonian Institution Libraries	1982
10.	University of Texas, Austin	1976
11.	University of Virginia	1975-1977; 1985-present
12.	Washington University (St. Louis)	1984
13.	University of Waterloo	1973
14.	National Library of Medicine	1871
15.	University of Miami	1985
16.	University of Toronto	not answered

2. **What are the stated purposes for the program?**

xxx Other

1. Interpret history and personalities of Boston, utilizing library resources. Create a permanent record of library exhibitions and programs. (Priority #4 and #3, respectively)
3. Instruct and inform library users concerning current library operations, procedures, services, catalogs, and collections. (Priority #1)
4. Communication with members.
10. Communication with staff.
12. Faculty and staff communications. (Priority #1)
14. Congressional mandate to collect and organize the worldwide literature of health sciences and to publish results in bibliographies, indexes, and catalogs.

3. **Whom does the program publish?**

xxx Other

1. Scholars, researchers, subject specialists.
7. Scholars at other institutions, independent scholars.
10. Machine produced copy, e.g., serials list.
14. Health professionals on National Library of Medicine staff.

4. **Who are the primary, defined audiences?**

   xxx Other

   4. Library faculty and staff at member institutions.
   7. U.S. and foreign institutional subscribers.
   10. Other research libraries, e.g., members of ARL and staff.
   12. Staff.
   14. As a national collection we serve all.

5. **In what formats does the program publish?**

   xxx Other

   5. In the future--disk--Macintosh hypercard.
   6. Semi-annual periodical.
   7. The library has produced various video and slide tapes, although not marketed. The library has also produced television broadcasts and airs a regular radio spot.

6. **Are there established schedules/targets for any publications? If yes, how many titles/year?**

   3. Procedures designed to review every publication (over 60 of them) for revisions or discontinuance once a year. New publications published as needed.
   5. All revisions and new publications due in May for a yearly printing.
   6. Two issues per year.
   7. Occasional paper series--irregular; Kentucky Review--3 issues yearly.
   8. Not yet. Still being planned.
   10. Each year prospective publications are budgeted. The number of new titles varies as needed.
   14. For the series known as Current Bibliographies in Medicine--15 titles per year. Other titles of varying periodicity.
   15. Bibliography of Faculty Publications (campus-wide annual).
       Literary journal -- The Carrell -- bi-annual.
       Richter Rap -- newsletter -- 8 times per year.
   16. 5+ Usually some 6 rare book exhibition guides are published each year and some revisions of bibliographies.

8. **Check all criteria used in deciding to publish an item.**

   xxx Other

   9. Varies with each publication.
   12. Content of interest to specific audience target.

9. Individual administrator: approximate percent of time spent on publication program.

1. 15%
2. 5%
3. 5%
5. 50%
6. 10%
7. Not answered
9. 25%; Translation Publishing Program 50%
10. 75%
12. 40%
14. 20%
16. 10%

10. How many staff are assigned to the program?

1. 2 1/3 FTE
2. None
3. .45 Breakdown: .05 editor, .10 publications assistant, .05 supply office, .20 graphics office, .05 printing department
4. None
5. 1
6. Not answered
7. Variable
8. There are a variety of subcommittees with individual assignments. There are 4-6 people on each subcommittee.
9. 1
10. Assistant Director for Collection Development - 5%
    Typist in Collection Development division - 15%
11. None
12. None
13. 15
14. 3
15. None
16. .5 This is in addition to committee duties.

11. Percentage of funding from each source.

General library funds	Endowment	Income	Other
2. 90%	2. 5%	2. 5%	7. Development fund (contributions)
3. 95%	3. 0	3. 5%	
13. 90%	13. 0	13. 10%	10. Income from commercial (for profit) publications

Other respondents did not reply.

14. Where is produced income deposited?

xxx Other

10. Added to revolving account with income from other areas.
11. An endowed revolving fund for publications.

15. Indicate approximately what percent of publications are produced:

Inhouse	Cooperatively	Contractually	Other
1. 90%	1. 5%	1. 5%	
2. 90%		2. 10%	
3. 100%			
4. 95%		4. 5%	
5. 100%			
6. 100%			
7. 100%			
8. 100%			
9. 35%	9. 5%	9. 60%	
10. 94%	10. 1%	10. 5%	
11. 85%	11. 15%		
12. 25%		12. 75%	
13. 100%			
14. 75%	14. 25%		
15. 100%			
16. 100%			

16. How are publications distributed?

xxx Other

2. By subscription.
6. Mailing list.
7. Subscriptions, memberships.
10. To staff. Sold to jobbers.
11. University press handles sales and distribution.
14. Superintendent of documents, GPO and NTIS.

17. What kinds of marketing methods are employed?

xxx Other

8. Share with librarians from other institutions.
10. Individual announcements, title by title. Listed in publications of Texas State Publications Clearinghouse, Texas State Library.
14. Listing in newsletter, computer bulletin boards, GPO/NTIS catalogs, exhibits.

18. **Approximately what percent of publications are earmarked for:**

Complimentary/review copies	Sales	Other
1. 1%	1. 98%	1. 1% To authors
	2. 10%	2. 90% Free distribution
3. 95%	3. 5%	
4. 95%	4. 5%	
5. Not answered		
6. Not answered		
7. Not answered		
		8. 100% Handouts
9. 4%	9. 95%	9. 1% Library cataloging
10. Depends on nature of publication		
11. Not answered		
12. Not answered		
13. 10%	13. 90%	
14. 10%	14. 90%	
15. Distributed free to campus mailing list and at distribution points. Literary journal mailed to members of friends of libraries and used as exchange item with other libraries.		
16. 75% *	16. 25% *	

* This applies to the major publications. Library leaflets are distributed free of charge.

GENERAL COMMENTS

1. If libraries are going to move into the publishing field, sufficient personnel is critically needed. Further, an effort must be made to have marketing efforts match publishing efforts.

11. Organizationally is combined with public relations. Routinely copyright for University of Texas. Benefits: Staff authors may work on released time. We get national publicity through items picked up from our Library Bulletin by commercial publishers.

TYPES OF MATERIALS THE LIBRARY PUBLISHES (from initial inquiry)

xxx Other -- Centralized programs

Departmental library brochures
Walking tour maps
City of Boston and art/architecture publications
Library lectures
Literary annual (Friends of Library)
Collection development policy, point of use guides
Manuals, instructional packets, orientation leaflet series, Mark Twain project -- regional oral history project
Dartmouth College Library Bulletin

xxx Other -- Decentralized programs

Information sheets, press releases
Library instruction workbook, online catalog manual, fact sheet on resources and services
Various brochures, e.g., library guides
Index to Times Union
Orientation leaflets -- guide to manuscripts, archives, special collections in process
Promotional brochure (in progress)
Syracuse University Library Association Courier
Guides to library use and services for different categories of patrons, flyers relating to materials and services found in different library areas
Library brochures, user guides
Occasional papers series

xxx Other -- Undetermined programs

Orientation guides
Guides and brochures
Friends group publications

POSITION DESCRIPTIONS

University of California,
Los Angeles

EDITING/PUBLISHING

Publications editor, special collections department, University of California/Los Angeles. *DUTIES:* Develop and coordinate a publications program for the department and the university library, including the editing and production of catalogs, brochures, series of occasional papers, and news releases of recent acquisitions and general information about the department and library. Assist rare books librarian in the intellectual development of exhibitions and will coordinate departmental lecture series in relation to the publication and exhibition programs. *REQUIRED QUALIFICATIONS:* General background in European and American history or literature as demonstrated by college coursework or a degree in a relevant area; reading knowledge of one or more Western European languages; 2 yrs.' professional experience in rare books or manuscripts and experience in publication. *Preferred qualifications:* Experience in working with automated databases and word processing systems as they apply to publication production; some knowledge of classical languages. Salary range: $24,012–$32,232. Funding for this position is assured for a minimum of 5 yrs. Candidates applying by Aug. 15 will be given first consideration. The application letter should include a complete statement of qualifications, a full resume of education and relevent experience, and the names of at least 3 persons who are knowledgeable about the applicant's qualifications for the position. Anyone wishing to be considered for this position should write to: Rita A. Scherrei, Director, **Administrative Systems and Personnel Services, University Research Library, UCLA, 405 Hilgard Ave., Los Angeles, CA 90024.** UCLA is an equal-opportunity employer. In compliance with the Immigration Reform and Control Act of 1986 all persons hired after Nov. 6, 1986, will be required to show proof of their identity and right to work in the United States.

National Library of Medicine

(This position has chief responsibility for NLM's publications management program--roughly 50-70% of the duties of this position are in the management of publications. Other publications duties are in 5 other positions within the OIPM.)

I. Duties and Responsibilities:

A. **This position is located in the Office of the Chief of Public Information and Publications Management, Office of the Director, NLM, which (1) provides information services for the biomedical community, and for the general public on NLM programs, services, and products, and on biomedical communications through press releases, pamphlets, exhibits, tours and other media; and (2) coordinates the publication and distribution of all NLM publications. The incumbent, as Writer-Editor, performs public information assignments as directed by the Chief, OPI/PM, and the Public Information Specialist; writes and edits a variety of information materials for the Director, NLM, and for other professional staff; develops and writes other informational materials for distribution to the biomedical community and the general public; and controls and maintains the publications management program for the National Library of Medicine.**

B. Writes and edits a variety of information materials for publication, i.e., brochures, pamphlets, articles, handbooks, filmstrips, exhibits, and reports on Library programs, services, and products. Selects, analyzes and organizes material to be presented. In writing these materials, incumbent must present information in style, manner, and format that will be best adapted to the use and needs of the target audience which includes the general public, press, medical librarians, medical practitioners, clinicians, and researchers. To prepare this material the incumbent must have a comprehensive knowledge of Library programs, including a working knowledge of NLM's automated MEDLARS and the acquisition, indexing, searching and other operations necessary in a modern biomedical information center. The incumbent must be able to translate the technical jargon of on-going as well as experimental information-handling systems (such as those being developed by the Lister Hill National Center for Biomedical Communications) into language comprehensible by the intended audience.

To clarify misunderstandings on the part of government agencies and non-government institutions who submit for approval and clearance to the NLM, articles, press releases, and announcements dealing with Library policies and programs, incumbent edits and, when necessary, rewrites such material in conformance with official Library policy. This may range from editing a single paragraph describing the Library to rewriting several pages.

Writes and edits articles, speeches, and news releases attributed to the Director and members of the NLM professional staff. Such materials often receive wide general public, professional, and press attention and must represent definitive expressions or explanations of Library policies and programs. Work requires modes of style and expression consistent with previous statements and speeches.

Makes presentations to groups outside NLM, at professional meetings and exhibits, requiring a knowledge on the part of the incumbent of Library policy and involvement with all Library programs.

Prepares and/or edits reports on Library programs or special conferences at the Library. These reports include fiscal year reports required by NIH and the Department, as well as the NLM Annual Report.

Makes a continuing review and analysis of the publications management program in the National Library of Medicine, and recommends improvements in policy and procedures, including establishment and maintenance of a centralized system for coordination of printing and distribution activities. Directs the Clerical Assistant, Publications Management, in bulk of day-to-day correspondence and printing preparation and distribution. Establishes procedures for determining the method of printing; for securing necessary approval by NIH, HEW, and BOB; for securing the necessary artwork and prefatory material for publications. Establishes and supervises maintenance of mailing lists for distribution of NLM publications and materials. Establishes a system of stack maintenance control for publications stored at NLM.

Prepares contract specifications and negotiates with GPO or commercial printer for NLM recurring and non-recurring publications. Obtains typesetting and copy preparation, artwork, and coordinates proofreading, printing schedules, and the NLM printing budget. Must be familiar with various sources of typesetting, copy preparation, and printing such as the NIH field printing plant, HEW field printing plant, GPO main printing plant, and available commercial sources. Writes or edits in a consistent style prefaces and introductions to the large family of NLM publications, e.g., Index Medicus, Abridged Index Medicus, Cumulated Index Medicus, List of Journals Indexed, and various other Library periodicals and monographs. Reviews each publication for consistency with established style. Performs or supervises a variety of other duties concerned with processing publication actions through to their completion, including writing, reproduction, and distribution of material to publicize the availability of NLM publications and promote their use throughout the biomedical community.

II. Supervision and Guidance Received:
Performs under general supervision of the Chief, Office of Public Information and Publications Management and the Public Information Officer. Incumbent receives guidance on policies, objectives, and priority on of projects, however is expected to develop his own approach to problems. Work is reviewed for effectiveness, for conformance to policy, and in terms of accomplishing objectives.

III. Other Significant Facts:
The personal relationships with high government officials, librarians, physicians, scientists and personnel in the biomedical professions both within and without NLM and NIH of such importance that the position requires a high degree of tact, integrity, judgment and dedication.

THE UNIVERSITY OF TEXAS AT AUSTIN
THE GENERAL LIBRARIES

PUBLICATIONS COMMITTEE 1987/88
(appointed)

Charge:

To serve as the staff of The General Libraries Newsletter. To assist the editor of The Library Bulletin as necessary. To establish general standards for design and content of General Libraries publications. To review and revise policies and guidelines related to General Libraries publications. To develop or revise specific General Libraries publications as appropriate.

Committee reports to Carolyn Bucknall, Assistant Director for Collection Development.

Tasks:

To publish three issues of The General Libraries Newsletter.

To maintain The General Libraries Newsletter index file.

To assist with publication of The Library Bulletin as necessary.

Membership:

Robert Taylor, Chair	HRHRC Cataloging Department
Lynne Brody	Undergraduate Library
Carole Cable	Fine Arts Library
Mary Pound (ex officio)	Publications Coordinator
Larry Landis	Barker Texas History Center

PUBLICATIONS COMMITTEE OF THE LIBRARY ADVISORY COUNCIL

University of Toronto
November 28, 1985

I This committee is a standing committee of the Library Advisory Council.

II Composition

Ex-officio Members	Publications Co-ordinator	
	Head of Photoduplication	
	Co-ordinator of Preservation Services	
	Publications Assistant	
Appointed Members	Circulation Department	1 member
	Thomas Fisher Rare Book Library	1 member
	Reference Department	1 member
	Science & Medicine Library	1 member
	Sigmund Samuel Library	1 member

Members other than ex-officio shall be appointed by their department head for a period of one year with the possibility of reappointment.

They shall elect their own Chairperson each year.

III Terms of Reference

a) To assist and advise the Publications Co-ordinator (Reader Services Area) concerning Library publications intended for external distribution, by

1. reviewing all existing publications in this category and recommending whether these should be revised and republished.
2. proposing, reviewing, and recommending the production of any new publications which may be needed.
3. making recommendations about the frequency, format and distribution of these publications.

b) To assist and advise the Co-ordinator of Preservation Services and the Head of Photoduplication by reviewing library publication production standards.

c) To meet as often as required.

d) To report as appropriate to the Reader Services Area Council.

e) To report on activities to the Library Advisory Council once a year in November.

University of Toronto

PUBLICATIONS ASSISTANT

Development and Public Affairs

General Definition

Under general supervision provides desk top publishing, word processing and other support services in the preparation, design, production and distribution of publications, forms and other documentation; in addition provides general clerical support in the Chief Librarian's Office.

Typical Duties

The following tasks are illustrative of the type of duties involved.

1. Establishes liaison with the originator of the proposed manuscript and with the Publications Co-ordinator to ensure a clear understanding of the nature of the publication and to discuss design parameters involved in using the equipment and library publication standards.

2. Establishes appropriate designs, and creates and maintains templates for documents using the page-making software, and other software.

3. Inputs data into the database from computer disks, handwritten and typed originals, as well as from rough notes, to an agreed house style format.

4. Proofreads for spelling and grammatical errors; prepares and circulates proof copies; revises document as required by the originator and/or Publications Co-ordinator, making changes where necessary in document and page layout.

5. Prepares copy using a microcomputer, page-making software and other software packages (where appropriate), according to the nature of the document.

6. Prepares a draft using a dot-matrix printer where appropriate, and a master using a laser printer and such supplementary techniques as paste-ups to establish the layout in conformity with design requirements for colour, size, form, including reduction and enlargement.

7. As the lead operator, trains and counsels other operators in special techniques for the system.

8. Ensures security and confidentiality of documents and texts which may concern library policy and procedures in draft stages.

9. Ensures that back-up and document recording procedures are maintained as required and scheduled for all work processed on the equipment.

10. Maintains mailing lists and distributes documents as required.

11. Provides general clerical support in the Chief Librarian's Office.

12. Any other related duties.

Yale University

REPRINT AND PUBLICATIONS COORDINATOR

Because of the wealth of its collections, the Library receives many requests from publishers who wish to reprint items from the Library's holdings, to publish facsimiles of rare or valuable materials, or to use Yale resources for bibliographic verification in preparing a series for publication. In addition, the Library produces a number of its own publications for sale or other distribution. Both these areas -- Relations with Reprinters and Library Publications -- involve all sections of the Library and its collections, considerable sums of money, and a need for precise record-keeping. To avoid confusion, duplication of effort, and unintentional variations in pricing and policy, responsibility for library activities in reprinting and publication is centered in the Office of the ~~Associate~~ Deputy University Librarian, who acts as Reprint and Publications Coordinator (hereafter the "R and P Coordinator").

Reprinting

The R & P Coordinator is responsible for the negotiation and conclusion of contracts and agreements for the reprinting/microfilming of library materials. Although he may delegate responsibility upon his own discretion, the R & P Coordinator has review authority over all agreements, which may not be implemented without his signature or that of the University Librarian. Only the University Librarian may make independent agreements for reprinting; review by the Coordinator will be required in other cases.

As Reprint and Publications Coordinator, the ~~Associate~~ Deputy University Librarian will:

1) define the specific project to be covered by a contract and specify a terminating and/or review date;

2) participate in periodic internal review and adjustment of fees charged by the Library for reprinting, photography, and facsimile reproduction;

3) waive the standard fees set by the Library and negotiate a flat fee, when appropriate;

4) set standards to be upheld by the publisher in handling reprinting and/or microfilming of Library materials;

5) assign the reprinter/microfilmer a work area inside the Library, when special circumstances warrant it, and negotiate the appropriate reimbursement to the Library for the use of such space;

6) amend or modify a reprinter's/microfilmer's contract (in writing only) when appropriate or necessary;

7) terminate a contract if the reprinter/microfilmer fails to meet the conditions of the contract, or fails to pay fees due the Library:

(continued)

8) authorize a reprint or microfilm publisher to withdraw from a contractual agreement, if good and sufficient reason is given and the Library has received payment for the portion of the project completed.

In negotiating and/or reviewing agreements, and in discharging the other duties outlined above, the R & P Coordinator will consult with, and request recommendations from, Library officers who have direct responsibility for Collections where materials sought by the reprinter are held, and with other affected staff as necessary.

Originals of contracts will be deposited in the University/ Deputy University Librarian's Office. The Publications Office will handle all accounting and record-keeping for reprint/microfilm agreements, including the task of maintaining records of reprints received in partial fulfillment of reprinting contracts. School and Department libraries should notify the Publications Office in writing when such reprints are received; reprints destined for Sterling will be sent directly to the Publications Office.

Publications

All areas planning to issue any hard copy or microform Yale University Library publications should receive clearance from the R & P Coordinator, and should call the Publications Office to request assignment of ISBN numbers. The Publications Office will also apply to the Copyright Office for registration of copyright.

The Publications Office is responsible for the sale and handling of all YUL publications. All orders for such publications should be handled through this office, which will maintain financial records and will, in consultation with the Business Office, see that sales are credited to the appropriate accounts. The Publications Office will also handle requests for copyright, application for ISBN numbers, and other routine procedures. Policy decisions in relation to YUL publications will be the province of the R & P Coordinator.

11/01/78
Revised 07/01/82

QUESTIONNAIRES AND SURVEYS

COLUMBIA UNIVERSITY
LIBRARIES

Service Program
Development Office

LIBRARY PUBLICATIONS
USER QUESTIONNAIRE

The Columbia University Libraries produces publications designed to introduce you to the library system and to answer basic questions about its use. We need your help in evaluating the success of this program, so we can determine if we are meeting your need for information about the libraries. Please take the time to fill out this questionnaire and return to______________________________.

1. Are you a currently registered Columbia University student? __________
alumnus? ________ staff?________ officer?________
What division?________
If none of the above, do you have a visiting reader card?________
How did you learn of this privilege?________

2. Did you see *An Inroduction to the Columbia University Libraries* in early September?________

Where/how did you obtain your copy?________

Did you keep it?________
Have you referred to it when you have had questions about the Columbia University Libraries?________
Were the questions answered by the publication?________

3. Have you seen any other library publications?________
If so, please cite some titles.________

Where/how did you obtain copies?________

Did you keep them?________
Have you consulted them to answer questions about the library?________
Did they answer your questions?________

4. Have you seen any of the subject bibliographies?________
Where/how did you obtain them?________

Please give an example.________

Did you keep it?________
Have you used it for researching topics?________

(over)

5. For each of the following questions please respond in terms of the library you use most frequently (specify below).

LIBRARY______________________

For each question first indicate whether or not you know the answer.
Check the appropriate box to indicate where you obtained the information.

	yes	no	campus newspaper	library pub	library instructional program	direct contact (friend, librarian, phone call
Do you know where to go for reserve books?						
Do you know what the fine is for an overdue book?						
Do you know the hours of the library						

6. How do you decide which library would be most likely to provide the information you need?______________________

7. Have you ever used the library of another academic institution?__________
Which one? ______________________
Did you see/use any publication at that time which you would like to see at CU?
If so, please describe______________________

8. Do you have any suggestions for library publications?______________________

COLUMBIA UNIVERSITY
LIBRARIES

Service Program
Development Office

LIBRARY PUBLICATIONS STAFF QUESTIONNAIRE

Name:
Library:

Date:

Please answer the questions below as best as you are able and return to Alanna Siegfried Graboyes, 318 International Affairs Building by June 1st. THANK YOU.

CONTENT

1) Please check the publications on the attached inventory with which you are familiar.

2) To what types of library publications do you refer most often?

3) From your own observation and/or those of your colleagues, which publications seem to be most popular with readers?

4) Except for the Distinctive Collections, individual library guides are no longer being produced. Which publications have you used to replace them?

5) Do some Libraries publications now in print lack specific information to meet your needs? Explain.

Is there any information you would like to see added to any Libraries publication now in print?

(over)

AVAILABILITY

1) How do you order the library publications needed by your unit?

____

____

2) How do new titles come to your attention?

____

____

3) If you placed an order (annual) for library publications in the summer did you correctly estimate your library's needs for the entire year?

____

____

Did you order too many?__________Did you have to reorder?__________

How do you calculate your unit's publications' needs?

____

How do you monitor your own inventory?

____

Did you include an order for your orientation package?__________

4) Please list library publications that are displayed and freely available in your unit.______________________________

____

____

5) Please list library publications that you distribute on request or use to reinforce a verbal explanation.______________________________

____

____

COMMENTS/SUGGESTIONS

COLUMBIA UNIVERSITY
LIBRARIES

LIBRARY PUBLICATION QUESTIONNAIRE RESULTS AND ACTION TAKEN

STAFF--Reference Librarians

1. No one mentioned the Editorial Board.

Solution: Editorial Board began to have more exposure -- more of an outreach, get into the field approach. The Editorial Board members began to meet more often.

2. Answers to Availabiltiy section was disconcerting. How can we improve our communication system. Everyone has been sent an inventory for the past two years - yet they claim they are not aware of the publications available.

Solution: When the Editorial Board began taking a more active role in the publications process the problem disappeared. New staff members are invited to the Publications Office to view the publications portfolio.

3. Many staff members were not aware what the Service Program Development Office --Publications Program could do for them.

Solution: A brochure describing the Office was prepared and is now distributed once each year with the publications inventory request form.

4. Suggestions: Send more publications directly to faculty. Print the Introduction to the Libraries on better paper (it was originally printed on newsprint and distributed as an insert in the campus newspaper).

USERS--School of Library Service students and Freshman Composition class

1. Few Freshman Composition people mentioned they use the Introduction to the Libraries (in its newspaper format) or other publications, yet copies disappear from the libraries, and copies of primary publications are handed out to the classes.

Solution: Printed on longer lasting paper. Sent directly to new faculty, as well as displayed in all publication racks. Individual booklets (part I and part 2)) prepared especially for the Freshman Composition classes and are handed out at each lecture. Text gone over in detail during the lecture. Strong Assistant Director and Faculty liaison program established -- to encourage faculty to mention library programs, resources, and services to their students.

2. Library School students aware of library services and resources and many made suggestions for future publications. Students mentioned that SLS encourages students to become familiar with the CU libraries and services.

Suggestions:
a) Promote the publications more.
Action: larger quantities of publications produced for library display racks. Copies sent directly to faculty, so they could mention library facts to their students.

b) Provide examples of typical or common reference questions each of which must be answered through specific search paths and services.
Action: No action take yet. This would be ideal for an online expert system.

c) Produce a publication listing other libraries in the New York area where Columbia students may read and/or borrow, preferably with some indication of the scope of their collection.
Action: In process

d) Library maps/floor plans on each floor (talking about Butler Library).
Action: completed for Butler Library.

Columbia University Libraries

SPDO

CUL PUBLICATIONS SURVEY

PLEASE USE ONE FORM PER PUBLICATION

Library____________________ Name of Publication ____________________________

Respondent______________________________ Date_____________________________

---

1) How do you use this publication? (e.g., incorporated in an orientation session, class instruction, general handout, displayed in publication rack)

2) Has the usefulness of this publication been supplanted by some other publication from your unit or by another library(ies) in the system? Which publication?

3) Could the content in this publication be incorporated into some other publication from your unit or into another library(ies) in the system? Which publication?

4) Can your library's needs still be met if the information in your publication was expanded to incorporate similar information from other libraries?

(over)

5) Would your publications be useful on:

CLIO ☐

CLIO and in print ☐

only in print ☐

6) Do you feel library patrons refer to this publication when using the libraries?

PLEASE REFER TO THE PUBLICATIONS PROGRAM INVENTORY FOR 1986/87 WHICH WAS DISTRIBUTED IN MAY (used for ordering publications) for the following questions.

7) What new publications do you think would enhance the publications program? Would you prepare a draft or suggest someone who could?

8) What publications could be eliminated from the publications program? Why?

9) Which publications should be in a different format? (i.e. booklet, 3-way fold, 8 1/2 x 11, card stock, posting rather than hand out)

University of Toronto Library Publications Survey

****

In March 1980, it became apparent that the Library would be making considerable efforts in the forthcoming months to improve the appearance and the effectiveness of its library guides. The Publications Committee concluded that it would be useful to gather feedback from library users regarding the appearance and effectiveness of a sampling of publications issued by the University Library.

Library users as well as public service staff were interviewed. Interviews were conducted as follows:

STAFF in General Reference, Robarts Information Desk, Science and Medicine, and Sigmund Samuel	19
LIBRARY USERS at Robarts and Sigmund Samuel	45
STUDENTS in Sidney Smith foyer	25
Total	89

All respondents were asked to examine and comment on the following publications: Robarts Guide;
Sigmund Samuel Guide;
Science and Medicine Guide;
Campus Libraries and the Microcatalogue;
Finding Books at Robarts;
Library Yellow Pages;
Launching Yourself in the Library; and,
Library Know How.

These publications were dealt with as two separate groups: the first six library guides as one group, and the last two instructional brochures as a second group.

The interview results revealed that all student respondents were surprisingly heavy library users. Approximately two-thirds indicated that they used the library once a week or more frequently while no one admitted to not using the library at all.

Survey Results

The following summarizes all feedback received during the course of the survey rather than responses to individual survey questions.

General Appearance

The attractiveness or appeal of the library guides was ranked about midway on a five point scale. Accompanying comments summarized that their appearance was "stale and institutional looking."

It was felt that a number of steps could be taken to improve the appearance of the cover. These suggestions included:

1. using eyecatching illustrations, drawings or graphic elements;
2. eliminating text from the cover; and,
3. establishing consistency in the style and placement of the titles of guides.

The paper quality as well as the colour of the publications should be improved. The colour "khaki" ought to be avoided at all cost, and if possible, publications should be colour-coded by type and function.

General Usefulness

Most respondents rated the general usefulness of these library guides in the upper half of the 5 point scale. Several dissenting "not useful" comments were made by students who preferred to receive information verbally rather than in print form.

Illustrative Matter

Maps and floorplans were judged to be the most useful feature of any publication. There were also numerous requests for more floorplans and diagrams, whenever appropriate and possible.

Text

It was felt that the guides generally contained too much text with the result that the contents appear crammed and crowded. Since masses of print are unlikely to be read, the quantity of text should either be reduced or the text should be broken up by using more white space.

Much of the typeface is too small to be easily read. More variation in the style of type within a publication might make it easier to emphasize important information.

Format and Organization

The present format of library publications appears to be satisfactory although it was recommended that the folds be kept as simple as possible.

Graphic elements such as boxes could be used more frequently to emphasize important information. Headings might be made more prominent for the same reason as well as to break up text.

Proliferation of Guides

It was generally felt that there are too many library guides, some of which duplicate information found in others. Ideally, the new user should be given only one piece of information which would be one large guide including all University of Toronto libraries. Failing this, there should be one guide for each of the major libraries which would include floorplans and library hours.

Distribution of Guides

Despite the numerous locations from which guides are already being distributed, there are still a significant proportion of users who are not noticing these guides. Perhaps the large number of guides together with their confused style reduces their impact. The interior of the elevators was suggested as an additional distribution point.

It was also recommended that each library distribute only its own guide plus a guide to campus libraries.

Comments on Individual Guides

Robarts Guide and Finding Books at Robarts

The Robarts Guide is the best known of all library guides and was also judged to be the most useful. While it contains too much text and too little white space, the information contained therein is easy to find and understand.

This guide should be combined with "Finding Books at Robarts" and should include as many floorplans as possible.

Sigmund Samuel Guide

This guide was judged the most attractive and was the second best known of the guides used in the survey. The large floorplan was regarded as an especially useful feature. The boxes organize textual information very well.

The guide is poorly reproduced and the text is too small to be read with ease. Its colour is somewhat washed out. While the format gives prominence to the floorplan, it may detract from the other information contained in the guide.

Science and Medicine Guide

Respondents seemed to agree that this guide had clear headings, a good map and was printed on a good colour of paper.

Campus Libraries and the Microcatalogue

The print in this guide is too small to be easily read. Respondents requested that this guide include a description of each collection as well as library hours. While the headings on the front of the guide are prominent, the ones inside of the guide could use more emphasis.

(continued)

University of Toronto Library

PUBLICATIONS SURVEY

1. How frequently do you use the library?

never ______
less than monthly ______
monthly ______
weekly ______
more frequently ______

2. Have you seen or made use of the following publications:

	Yes	No
Robarts Guide	____	____
Science and Medicine Guide	____	____
Sigmund Samuel Guide	____	____
Finding Books at Robarts	____	____
Campus Libraries Guide	____	____
Library Yellow Pages	____	____

3. Rate the attractiveness or appeal of these publications:

not attractive 1 2 3 4 5 very attractive

Which is the most attractive or appealing publication?

____

4. Rate the general usefulness of these publications:

not useful 1 2 3 4 5 very useful

Which is the most useful?

____

5. Indicate how easy it is to find information in these publications:

not easy 1 2 3 4 5 very easy

Which guide best organizes its information?

____

6. Do these publications contain the information that you would expect them to?

Yes _____ No _____

If not, what sort of information is messing?

____

7. Are you familiar with these pamphlets?

	Yes	No
Launching Yourself in the Library	_____	_____
Library Know How	_____	_____

8. Which pamphlet is more attractive?

____

9. Which pamphlet best presents information about the individual programmes?

____

10. Any suggestions for improvements or for new library publications? (Format, size, amount of text, diagrams, floor plans, graphics, size of type, colour)

____

____

____

____

March, 1980.

REPORTS AND PROGRAM DESCRIPTIONS

Brown University

REPORT

OF THE

TASK FORCE ON LIBRARY USER PUBLICATIONS

June 24, 1983

Task Force:

Rosemary L. Cullen. Harris Collection of American Poetry and Plays. Chair.

Ronald Fark. Circulation Department.

Jennifer Lee. McLellan Lincoln Collection.

Carol Tatian. Reference Department

Stephen Thompson. Reference Department.

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  B. Recommendations on types of publications needed

  C. A few priorities

(See Brown guidelines in next section)

I. Charge to the Task Force:

In January, 1983, University Librarian Merrily E. Taylor established a Task Force on Library User Publications, charged with the following responsibilities:

1. A thorough study and review of current publication activities (what Library publications are now in use or in the production stage, such as the Reference Department's Public Service Briefs?);
2. Study and review of the wide range of perceived publication needs in order to submit a series or recommendations for a comprehensive library publications program;
3. Consideration of the usefulness of establishing a uniform graphic and editorial style and citation format;
4. Suggestions for an organizational procudure and frame-work to facilitate the coordination and implementation of Task Force recommendations.

Specifically excepted from the Task Force's responsibilities were publications produced for the internal use of the Library staff, and the publications of the Friends of the Library. The Task Force met numerous times between January and June 1983 to discuss and report on its assignments.

II. Task Force methodology:

All departments in the Library were canvassed, and samples of all publications were collected. Each publication was evaluated for content and style, in an attempt to establish guidelines for the creation of a publication, and to determine which publications are still useable in their present form and which are in need of revision. A master file of publications, organized by department of origin, was established.

Members of the Task Force interviewed staff from all departments to elicit comments and suggestions on publication needs and priorities, and to discover which departments had publications in the preparation stage. A letter was sent to the Faculty Library Committee, requesting comments and ideas; two members of the Committee responded.

The Columbia University Report of the Publications Study Group was scrutinized, as were the publications (especially newsletters) of various other institutions, in an effort to glean useful ideas and methods for publications at Brown.

III. The status of publication activity at the Brown University Libraries:

Brown University Library has produced a considerable quantity of varied publications in the past ten years. Many of them are still in use, though slightly or greatly outdated. This puts the Library in the dubious position of being the purveyor of inaccurate information about its own services and resources, and does nothing to inspire confidence in the user. In general the easily renewed single sheet handouts, especially those produced on Script, are more up to date than the more expensive and elaborately produced publications; a quite understandeable case of false economy. Both types of publications have their place, and both can be better produced through the application of a few guidelines.

At Brown University Library, publications have traditionally originated in the individual departments, in response to a perceived need. There has been little coordination between departments, except in such matters as schedules and hours, with the result that some guides and finding aids are excessively insular, and that information about services does not always include similar or complementary services in other areas of the library. Since there has been no consistent method of obtaining assistance with either printing, editorial, or design matters, the appearance of a publication has reflected the abilities of its originator.

Some are very handsome indeed.

The departmental method of publication has meant that few publications have been issued in the name of the Library as a whole. It would be unrealistic to expect that a single department shoulder the burden of a complex, continuing publication such as a newsletter or a new acquisitions list, or issue the Library's formal annual report. The departmental origin of most publications, however, insures that immediate needs of the library's clientele will be addressed, and this approach should not be abandoned in favor of centralization or uniformity.

Attached (Appendix A) is a list of all extant Library publications, arranged by department of origin. Those that exist in single copies only, those that are in need of revision, and those in preparation, are included.

IV. Recommendations:

This section of the Task Force report is divided into three categories: recommendations on the organization and implementation of publication activity in the Brown University Library; recommendations on the types of publications for which there is a perceived need; recommendations on a few immediate priorities.

A. Organization and implementation:

The Task Force recommends:

1. That most Library publications intended for the use of the Brown University community originate, as they have done in the past, in the individual departments throughout the library system. This will insure that publications are produced at the point of need, and by those persons with the greatest expertise in both subject matter and the needs of the department's particular clientele.
2. That a committee be established, under the direction of the Library

Systems/Planning Officer, and composed of staff from all areas in the Library, with particular emphasis on the public service departments that are the points of origin for most publications. The committee would be responsible for assisting staff members in the preparation of material for publication, for insuring that publications meet desired standards, for recommending priorities in the event that needs and desires outweigh resources, for seeing that an appropriate distribution plan for each publication is drawn up, and for coordinating the publication of general library publications, such as newsletters.

3. That a line in the budget be established to cover the costs of design, printing, and associated computer costs for Library publications each year. (It is the Task Force's understanding that $10,000 for this purpose was requested in the 1983-1984 budget.) The amount should be sufficient each year to cover the costs of the ordinary requirements for the printing of schedules, rules, maps, and the like, to provide for the production of good-quality publications such as newsletters and publicity materials, to permit the addition and revision of a number of guides and bibliographies, and to contribute to the cost of publishing works of scholarship, such as exhibition catalogs or collection histories.

4. That each year, at budget time, a list of publication priorities be drawn up by the Publications Committee, working in concert with the Assistant University Librarians. The object will be to insure that a steady stream of updated schedules, maps, guides, subject bibliographies, etc., is produced, and that the calendar is neither too full of elaborate and costly publications in one year, nor devoid of any updated materials. The makeup of the priorities lists will of course by dictated by such factors as the schedule of events for the upcoming year (exhibition catalogs), by the development of new courses and departments (brief guides) or by significant changes in the arrangement

of the Libraries (maps, stack guides), to name but a few possibilities.

5. That a set of guidelines for publications be drawn up and made available to any staff member engaged in producing a Library publication. The object will be to insure that technical matters are dealt with as easily as possible and that the staff member receives any needed assistance. A draft of a set of guidelines is included in Appendix B.

6. That the Library make every possible use of advanced computer technology in producing its publications. The Brown Computer Center uses a sophisticated Xerox printer for all Script (LISA) files. Two print types are available currently, but additional typefaces will be added in the near future. Flexibility in type size and the number of characters per inch also is available. Printing costs are relatively inexpensive, although mass production of publications should be handled either by the Library's Copy Centers or by Graphic Services. As the various computer technologies proliferate and become increasingly sophisticated, the production of maps, graphs, and other formats will easily be produced internally. All staff members engaged in preparing publications should be encouraged to investigate computer possibilities.

7. That the Library, by one of several suggested methods, commis design of a library logo to be used on all publication. At this point, the Library is using the Brown University crest on its publications; it is not possible to distinguish at a glance a Library publication from that produced by any other department on campus. There are several methods by which this may be accomplished: Graphic Services offers design services, at an hourly rate, and will agree to produce several designs according

to specifications, for the Library's approval. Colorlab Limited (23 Peck St., Providence, R.I.) offers similar services. It may also be possible to utilize the services of Brown or Rhode Island School of Design art students, as part of their course projects. Donald Scott in the Brown Art Department or Caroline Haws at Rhode Island School of Design may be contacted for further information. The advantage of the first method is in procuring professional, timely services - albeit at considerable cost. The advantage of the second method is that the service is without cost (so we are told), but the scheduling of the design project will be subject to student and class priorities.

The design should conform to several requirements:

1. It should be of a relatively simple nature, allowing it to be reproduced in various sizes without loss of detail.
2. It should not depend on multi-color printing for its effectiveness, but should lend itself to black and white reproduction.
3. In style, it should be suitable for publications varying from informal handouts to very formal annual reports and Special Collections publications. It should be devoid of any mercantile air, and should not be so excessively 'modern' that it appears dated in a very few years.

B. Recommendations on the types of publications needed:

This section is divided into six different categories, dealing with publications ranging from the ephemeral to the scholarly. Included for each category, as appropriate, are: a definition of the type of publication under discussion; an identification of the desired audience; a recommendation on frequency of issue; some remarks about format and appropriate levels of printing; an identification of the area within the Library where the publication might ideally originate; some examples of the type of publication currently in use or in preparation; an identification of some priorities for future publication.

1. Directional and informational publications:

A large variety of library handouts fit into the directional and informational category. These range in scope from maps, bookmarks, and handouts to the attractive "Introduction to the Brown University Libraries" brochure. The purpose of this group of publications is to assist in directional/locational needs; it also provides information on library rules, regulations, and policies, and explains specific library procedures.

The numerous publications in this category are important for several reasons. First, they help release staff from time spent dealing with repetitive questions, particularly those concerned with directions and locations. Second, having the Library's rules and policies (e.g., access and fines) outlined in detail helps to avoid misunderstandings on the part of library users and provides support staff with a point of reference in dealing with recalcitrant clientele. Finally, publications such as attractive introductory brochures provide a positive image of the institution.

In addition to the Brown academic community, this category of publication is used by a wide variety of patrons: visiting scholars, RLG and CRIARL members, those referred for access, and the general public. All publications in this group are used on a continuing basis.

Various formats are used for directional and informational publications. The majority are one page handouts which are ideally suited to Script (LISA). Mass reproduction of these can easily be handled by the Rockefeller and Sciences Libraries copy centers. Information provided in the form of bookmarks ideally requires a heavier stock that can readily be supplied by Graphic Services. Similarly, brochures and maps require quality stock and format that can be provided by Graphic Services.

Currently, responsibility for the majority of these publications rests with the Department Heads, particularly those in areas with public service units, and it seems only reasonable to retain this structure. Certain inter-departmental publications are coordinated by the AUL's, and general library publications can be handled by the Publications Committee.

Examples of directional and informational publications include schedules of library hours, loan periods and fine policies, permissions to photocopy and publish, access to the Library, search procedures, etc. A complete list, with priorities for revision, is included in Appendix A. Important considerations for this category of publication are:

1. Constant availability
2. Accuracy
3. Timely production and distribution
4. Low production cost for most publications

It should be noted that the Rockefeller Library has a microcomputer (INFORM) that includes most of the information from these publications.

2. "Point-of-use", "How-to" tools:

A "point-of-use" publication is generally a single sheet handout designed to explain succinctly the steps involved in using a particular reference tool; it includes information on the specifics of its organization, its scope and limitations, and its peculiarities. Sometimes the handout may explain the use of a category of reference sources, e.g., Wilson periodical indexes. Usually it is geared to the user who has little or no experience with the specific tool or type of tool. The audience, however, may vary from the undergraduate to the faculty/researcher level.

Publications of this type are available commercially, but the Library has traditionally used those prepared by the staffs of the Reference, Serials, or Government Documents departments. In this way, there is no need to rely on the frequency, availability, format, or content of sources produced outside the Library. In addition, local information may be included for those prepared in-house. When frequency of updating or revision does not depend on a commercial publisher, the guides should be reviewed regularly, and promptly revised when there is a major change in the structure or nature of the reference tool. Since most of these guides are designed to be handed out, the requirements of revision and the need for a large number of copies suggest that henceforth they should be composed on Script (LISA) for ease of adaptation and replication.

For the most part, these"point-of-use" publications should be prepared by a librarian in the appropriate Library department, or by a librarian whose specialty or responsibility the subject is. Occasionally others (interns, library school students, etc.,) may produce them under the supervision of a librarian. All the public service departments of the Library have or plan publications of this type. Examples include: 1) Government Documents: "How to use *ASI*": "How to use *CIS*": 2) Reference (Rockefeller and Sciences): "LC subject headings"; "How to find a book"; "How to use *Biological Abstracts*"; "How to use *Index Medicus*"; and so on. (See Appendix A for full inventory.) The major priority in this area would be to publish those that are already planned or are in draft form, especially in Documents and Reference. However, it is important to consider the needs of all the public service areas.

3. Collection and subject guides:

Collection guides include those publications which detail library holdings of material in a particular format, e.g., government documents, newspapers, or microforms, or which describe the contents of a special collection, e.g., the Harris Collection of American Poetry and Plays, the McLellan Lincoln Collection, or the Manuscripts Collections. Subject guides usually list and annotate the major reference works in a given discipline, e.g., the Reference Department's Brief Guide series. Since these guides are broader in coverage than "point-of-use" publications, both types of guides are aimed at the person at any level doing research in a particular discipline or collection. In a guide of this nature, the focus is on the contents of the reference works listed or the organization and scope of the collection. Users are referred for additional details to the "point-of-use sheets, to introductory material in individual reference volumes, or to the many handbooks that exist for various disciplines.

These guides should be revised and updated at least every two years. Although call numbers for outdated materials may lead a researcher to the area in the reference stacks where newer titles may be spotted (a fairly sophisticated use of a reference guide that is only useful in open-stack collections), it is most important to provide guides that highlight the best of current tools available. Growing collections should be described as fully and as accurately as possible. Clearly, the long life and importance to research of the guides, as well as the time involved in compiling and revising them, dictate the use of Script (LISA) so that changes can be made as easily as possible. Responsibility for their production will usually fall on the librarian subject specialist in the appropriate department, but they may be prepared by others (graduate interns, interested faculty, etc.) under the supervision of a librarian.

There are currently numerous existing examples of this type of publication available, as well as many that are in the draft or planning stage. (See Appendix A.) Documents offers a Brief Guide to U.S. Government Documents; Serials has guides to newspapers at Brown. Special Collections has a general guide and a Guide to the Manuscript Collections. Reference has produced nearly fifty guides. In many of these areas, however, the guides are in need of revision and many more subjects and collections need to be treated.

Priority should be given to bringing into print those guides that are already in draft form. Systematic revision of older guides and the creation of new ones will require detailed coordination with the appropriate departments, most of which have already tentatively identified their most urgent needs.

4. News and public relations publications:

This is a very important category of library publication that bears the primary responsibility for establishing the Library's identity in the minds of a group of influential users, past and potential donors, and associated institutions. It is an area in which the Library does not now have any publications, and one which will require a not inconsiderable amount of time, effort, and expenditure if these publications are to be of material benefit to the Library.

a. Newsletter:

It is imperative that the Library produce a newsletter that will get Library information out to the Brown University community and to other targeted groups. It should include information on Library services and programs, special events, grant projects, major purchases and gifts, staff activities, etc. It should appear on a regular basis (at least once a semester, or every other month, depending on the amount of news.) An issue at the beginning of the fall semester can be incorporated into orientation materials to highlight the basic services and collections of the Library. It must be a quality publication (not a "throw-away" sheet) that will warrant reading. Script (LISA) should be utilized to prepare copy, but it may be advisable to use the services of a commercial printer for production.

The newsletter should be sent to all faculty and selected administrators, to CRIARL, RLG, and perhaps ARL institutions, and to a selected list of donors, Friends, and others who should be kept informed about Brown University Library affairs. Copies should be available at all libraries on campus. The newsletter should be produced under the direction of theLibrary Systems/Planning Officer, coordinated with the Publications Committee and the AUL's, and contributed to by all areas in the Library.

By producing a news publication under Library control, it will be possible to insure that positive and timely information will be circulated about the Library, its services, collections, programs, and staff.

b. Annual report (external use):

It is the custom in a number of distinguished institutions to issue an annual report of events, programs, and acquisitions. These reports are commonly addressed to trustees, boards of directors, friends' groups, and potential donors, and are viewed as an opportunity to do a little gentle boasting about the successes of the past year. Since it is not considered shameful in such publications to call attention to gaps in the library's collections or to other needs of the institution, annual reports can serve to prod prospective donors to open their purses.

Brown University Library should issue an annual report addressed to donors and potential donors, to groups such as the Faculty Library Committee, the Friends of the Library, and CRIARL and RLG institutions. It should be issued from the University Librarian's office and should present a formal, professional appearance. It could be published as a special issue of the Library newsletter, or it could make an appearance in Books at Brown, reviving a custom long since abandoned. An annual report will undoubtedly be of use to the development office, and will certainly provide good publicity for the Library.

c. New acquisitions lists:

This is a service that the Library provided many years ago, and should try to provide again, when circumstances allow. The new acquisitions lists issued by the Rockefeller Library were dropped years ago because they were extremely time consuming to produce and because their usefulness to researchers was not considered great enough to warrant the effort. Pembroke Campus Library has continued to provide a popular and widely used new acquisitions list, now prepared on Script, and should certainly continue to do so.

There is always a desire among some segments of the Brown community for lists of newly acquired research materials, and they do offer several benefits to the Library. They serve, first of all, to dispel the myth that the Library is not acquiring very many books; they strengthen the image of the Library as serving the needs of users; and they can increase the use of the Library.

As the Library moves toward a more highly computerized environment, it may be possible to produce these lists as computer printouts of the on-line catalog system. Lists could be produced by LC class, by subject, by fund number, by collection, or by a combination of these factors, and sent to interested faculty. The capability to produce such lists or reports should be part of the on-line catalog system.

5. Scholarly publishing:

Brown University needs to maintain a higher profile among research libraries of a similar calibre in the publication of scholarly works and exhibition catalogs. The exhibitions mounted in the Rockefeller and the John Hay Libraries often take between six months and a year to prepare; it is wasteful of staff time not to preserve some record of the event and the preparatory research. Given appropriate publicity, exhibition catalogs will reach both the general public and the specific groups, both on and off campus, interested in the topics presented. Exhibition catalogs also serve as guides to collections, can be used to attract donors, and will allow us to maintain a reputation for scholarship and for collection excellence with peer institutions.

The Task Force recommends the publication of one major exhibition catalog a year. These catalogs should include as many illustrations as necessary or possible and should be well designed and printed. The possibility of outside funding should always be explored.

The Library can attempt to recover partial costs by charging a fee for the catalogs. Each newly produced catalog should include a list of others available for purchase; publications for sale can also be listed in Books at Brown and notices can be sent to appropriate newsletters and periodicals. The Library should acknowledge, however, that it will seldom manage to turn a profit on these publications, and that to establish an excessively rigid fee structure would defeat the main purpose of exhibitions and catalogs: to make the collections better known.

In general, librarians with subject expertise will mount the exhibitions and compile the catalogs, but it is also possible that faculty, graduate students, library science students on the Library staff, and others may prepare an exhibition and catalog, under Library supervision. An example of a catalog planned for 1984 is that being written by Jennifer Lee in honor of the 175th anniversary of Lincoln's birth. Included will be a guide to the McLellan Lincoln Collection and to Lincoln studies at Brown, as well as a brief history of the collection.

Checklists or brief summary guides should regularly be produced for more modest exhibitions mounted in the Libraries. They can appeal to as wide an audience as that mentioned above, they provide some record of the show, and they can be given away free. These checklists can be produced by anyone who does an exhibition; they can be produced on Script (LISA) and photo-offset or photocopied. Script (LISA) might also be used to produce exhibition labels. One very modest checklist produced a number of years ago has become a minor collector's item; it appears to have been the first exhibition catalog ever done on the Beat Poets.

In addition to brief collection and subject guides discussed elsewhere, the Library should sponsor and encourage occasional in-depth collection histories, guides, and bibliographies. Though intended for the researcher, they will also serve to publicize the collections and attract donors. They need not all be written by library staff; the involvement of faculty, retired faculty, volunteers, interns, etc., should be pursued, working on their own or in collaboration with Library staff. Nearing completion at this time is a detailed guide to the Koopman Collection, compiled by Philip Sheridan; a guide to early printed books at Brown, compiled by Prof. Robert Mathiesen, is in draft form. Broadsides Curator Mary Russo is at work on a bibliography of Carriers' Addresses, which, when it is published by the American Antiquarian Society, will become the standard bibliography for the field. The Library should continue to support and encourage these and other works based on Brown University Library holdings.

Examples of collections and areas for which longer guides are needed are: music resources at Brown; Napoleonic era collections, the John Hay Collection; book arts collections; the Lownes/History of Science Collections.

Clearly, all these guides and catalogs cannot be produced in a day or a year; in order to see them published, the Library will need to provide support in the very tangible forms of staff time and at least partial funds for publication. The onerous question of staff time set aside for research, always a problem in contemplating any sort of publication, is particularly crucial here.

6. Fund raising publications:

Fund raising publications can be described in two ways: those that indirectly elicit funds from donors and granting agencies by virtue of the image of the institution that they inspire; and those that are actually sold by the Library to raise money. In the first category are the annual reports, guides, bibliographies, and most collection histories and exhibition catalogs mentioned above. In the second are the occasional very major catalog, history, or bibliography, and the reprints of unusual materials in the collections, greeting cards and notes with illustrations or verses from Library holdings, publications from Manuscripts and Archives, exhibition and special event keepsakes, and the like. This category is of necessity the least likely to be realized in the very near future, because of the amount of preliminary organizational work that would have to be done by Brown University Library staff. Moreover, publications of this sort, if they are to redound to the credit of Brown University, must be produced in a professional manner and be commercially viable.

However, given the exceptional nature of the collections at the Brown University Libraries, we would be remiss if we did not recommend the investigation of this sort of publishing. Most comparable institutions have handsome little packets of cards and notes and at least one or two glossily produced catalogs or reprints offered for sale. Brown University should do no less. The Task Force recommends that the Publications Committee study further the possibility of fund raising publications, with the object of identifying a small number of titles both worthy of being reissued and which could be readied for publication with a minimum of editing. The advice and assistance of faculty has both been offered and may prove welcome in this investigation. The Task Force further recommends that the practice of printing seasonal greeting cards be revived, and that each year some be offered without message for general sale. This may be a useful point of entry into the matter of producing fund raising publications.

Casting our eyes even further down the road, we can envision a point at which Brown University Library could print its own cards, keepsakes, broadsides, and the like, on its own press. Printing presses have been offered to us; we have collections that support investigation into fine printing, paper making, and binding, and many students and faculty knowledgeable about and interested in all these things. There is no need to invest time and effort in considering these matters further at this point, but given the congruence of time and events, it is entirely possible, that, a few years hence, Brown University Library could be engaged in a modest printing program.

All these publications can be used to bring extra funds into the Library; they provide the added benefit of publicity of the Library's holdings.

C. A few priorities:

It has been neither the Task Force's charge nor its intention to make any specific recommendations for individual publications in particular subject areas. Such questions are more appropriately addressed by the departments and staffs that actually produce the publications. It has been our attempt to investigate the areas in which publications seem to be needed, to point directions, and to make procedural suggestions.

However, in our evaluation of the material on hand, it became clear that a small number of new and revised publications were urgently needed. They are:

1. A revised introduction and map of the Brown University Libraries. The one currently in use, though very attractively produced and containing some useful information, is badly outdated. The John Carter Brown and Ann Mary Brown Memorial Libraries are not described at all; the stack guides listed have inaccuracies, and the nature of the information given warrants revision. Since this map/guide is frequently and widely used as an introduction to the library system, it should be thoroughly revised as soon as possible. The same quality paper and format should be retained, but it may be possible to compose the text on Script (LISA).

2. An informational handout on the Brown University Library policy with regard to copyright and reproduction of material in the collections. This would be of use to Reserve Books, Interlibrary Loan, and Special Collections in particular. It is the Task Force's understanding that some material has been forwarded to the University Counsel's office for evaluation.

3. Introductory materials on the Brown University Library, its services and collections, to be distributed at the beginning of the fall semester. It may take a while to organize and produce a newsletter; the Library, however, must not let the beginning of the semester go by without advertising itself to incoming students and faculty. Florence Doksansky has asked the assistance of the Task Force in preparing these materials, and we have gladly agreed.

PUBLICATIONS FOR PUBLIC RELATIONS:

A COORDINATED APPROACH TO

PLANNING, DEVELOPMENT, AND IMPLEMENTATION

This compilation was
prepared for distri-
bution at an ALA/LAMA
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LAMA Public Relations "Swap 'n Shop/Fundfair"
American Library Association Annual Conference
Sunday, June 29, 1986

Joan Ariel
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ABSTRACT

Most libraries produce informational and promotional materials, yet few organize this effort in a coordinated fashion. This program aimed to develop a thematic, unified, and coordinated publications program for the University of California, Irvine Library system that would disseminate information, foster organizational identity, and promote campus and public awareness of the Library and its programs. Moreover, it sought to eliminate unnecessary and costly duplication and to insure high standards and consistency with campus publications.

The coordinated effort resulted in the creation of a successful ongoing Library Publications Program. This presentation outlines one model for planning, development, and implementation.

Components of the UCI Publication Committee's planning and implementation process included:

1. goals and guidelines for publications
2. inventory and classification of publications
3. budget analysis and formulation
4. priorities and timetables for publications
5. consultation and design by campus publications office
6. mechanisms for the initiation of new publications and quality control
7. regular review, evaluation, and revision of publications

I. SELECTED LIBRARY GOALS

The following are general Library goals which relate to public relations and the development of a Publications Program:

To promote campus and public awareness of the Library and its programs and to highlight collections and services.

To develop a sense of community within the Library and with the University.

To develop and publish policies governing privileges and services available to all user groups.

To develop and maintain active liaison with faculty and students.

To develop a comprehensive library instruction program which responds to the information and research needs of the campus community.

To develop ongoing outreach programs for groups such as faculty, UCI Extension, and student/campus interest groups.

To develop communication links with other outreach agencies on campus, such as Alumni, Relations With Schools, and other support groups to clarify the Library's policies and services relative to said outreach programs and affiliate groups, and to share information.

To establish and maintain general support or information programs, including Publications, Exhibits, Friends of the Library, and Colloquia.

To develop and maintain graphic and editorial standards for materials produced as part of public relations or outreach activities.

To provide for use of campus resources and systems to enhance the effectiveness of the Library.

II. LIBRARY PUBLIC SERVICES COMMITTEE (PSC)

A questionnaire was distributed to all librarians soliciting public service concerns and priorities.

Publications were among the top priorities listed by a number of librarians.

PSC sought volunteers to serve on task forces formed to address concerns; each task force was convened by a member of PSC. A Task Force on Publications was among these.

III. TASK FORCE ON PUBLICATIONS

Charged to:

Recommend goals and objectives of a library publications program, including levels of funding;

Study and recommend guidelines which should govern the format of library publications;

Recommend whether there should be one or more logos designed which will appear on all publications;

Recommend a mechanism which will insure high quality content and format of all publications;

Review existing library publications and make recommendations on revision, extension, or addition;

Consider whether the library should produce a major publication describing library services in all of its branches and departments;

Investigate and describe levels of funding needed by the Library and its branches and departments in order to implement recommendations.

This Task Force produced:

A. PUBLICATION DEFINITION

A library publication is defined as any material issued by the UCI Library and its branches containing information on collections, services, or related activities that is distributed entirely or in part to the public. A house organ of wide distribution would be included; single bibliographies or lists put together for a specific course or for individual faculty members would generally be excluded.

B. LIBRARY PUBLICATIONS GOALS

To develop a thematic, unified and coordinated publications program that will:

- Disseminate information about the Library, its collections, services, and policies, and announce changes in policies and/or procedures.
- Foster organizational identity of the Library.
- Engender campus and public awareness and support of the Library and its programs.
- Provide budgetary support for Library publications in a planned, systematic manner.
- Provide a quality control mechanism to ensure high standards in the content and format of Library publications consistent with their function and audience.
- Insure consistency with campus publications in tone, style, image, and policy.
- Establish a system for regular and systematic review and evaluation of Library publications for currency, effectiveness and cost-benefit.

C. INVENTORY AND CLASSIFICATION OF PUBLICATION TYPES

Maps
General Library Information
Branch/Department/Unit Descriptions
Service Descriptions
Collection Descriptions
Reference Guides
Newsletters
Bibliographies
Acquisitions Lists
Position Announcements

IV. PUBLICATIONS COMMITTEE AND PUBLICATIONS COORDINATOR

The Task Force on Publications recommended the establishment of a Standing Publications Committee and a Publications Coordinator which the following areas of responsibility:

A. ROLE OF THE PUBLICATIONS COMMITTEE

1. Oversee the Library publications program, recommending changes as necessary.

2. Establish guidelines and procedures for library publications.

3. Analyze publication needs and set priorities for publications.

4. Review suggestions for the development of new publications.

5. Sponsor workshops as needed.

6. Work with and advise the Publications Coordinator.

B. ROLE OF THE PUBLICATIONS COORDINATOR

1. Advise and serve as chair of the Library Publications Committee.

2. Act as the control point for all library publications. Maintain a master file or publications, and a working file for updating.

3. Assume responsibility for editorial accuracy of library publications, and conformity with chosen format. Approve copy, or first issue of bibliographies, as submitted by departments/branches. Proof-read galleys (preferably with originator) prepared by Publications Office.

4. Determine and keep a record of the number of copies to be run (in conjunction with issuing department or editor) and maintain inventory.

5. Distribute copies of publications, seek advice on distribution when appropriate, and keep records of distribution.

6. Oversee annual/regular update and revision of publications originated by branches and departments.

7. Serve as primary liaison with the Publications Office, with responsibility for oversight of the publications process.

8. Prepare budget proposals and monitor expenditures as required.

C. GUIDELINES FOR LIBRARY PUBLICATIONS

All Library publications, new or revised, will be submitted to the Publications Coordinator for review and editing.

All Library publications will bear the Library's masthead to conform to the theme developed for the Library.

Library publications will conform to the UCI Style Guidelines.

All publications will be dated.

Publications will be kept current through systematic review by branches, departments, or individuals responsible for creating them.

V. CAMPUS PUBLICATIONS OFFICE

Throughout the development of the Publications Program, the Library consulted with and used the services of the UCI Campus Publications Office.

Their services were engaged to assist in the development of a thematic publications program for the Library, including design of a masthead and a single library logo if appropriate.

The Publications Office staff gave a presentation on preliminary design and layouts at open library-wide meeting. A logo was rejected in favor of design compatibility with campus publications and use of graphics to highlight library resources. The design was enthusiastically approved by the University Librarian, the Task Force on Publications, and the Library staff.

The Publications Office continues to provide design, consultation and printing services.

VI. PUBLICATIONS "LESSONS LEARNED"

1. Never assume. Put all instructions in writing.
2. Date all publications for future reference and revision.
3. Always allow more lead time than you think (or are told) you will need.
4. In proofreading, read for typographical errors and for content and meaning. The latter is best done with the person who wrote the text.
5. Obtain cost estimates for each publication ordered. Consider quality levels; you can often produce essentially the same effect for a variety of prices.
6. Monitor the full publication process personally. Do not assume that other people will take the responsibility to see everything is done correctly. Nobody else will care as much as you do.
7. Keep your working group small and therefore more effective.
8. Keep initial order small; consider it a pilot or prototype.
9. Once publication program is established, batch publications ordered in order to take advantage of any cost breaks in bulk printing or other savings.
10. Maintain a chronological file and inventory of publications for reference.

PUBLICATIONS CHECKLIST

BEFORE YOU START, ask yourself:

1. What is this piece going to accomplish?
2. Who is your audience?
3. What is your budget?
4. Are you duplicating effort? Is anyone else working on a similar project?

ONCE YOU HAVE SATISFACTORY ANSWERS, follow these steps:

1. Consult with the editor for your area or publications office, if any.
2. Write the copy, following style guidelines in use at your institution. The manuscript should be clean and neatly typed.
3. Obtain all necessary approvals.
4. Give the manuscript to the appropriate editor for review.

AFTER THE EDITORIAL PROCESS IS COMPLETED, the publication process is as follows:

1. Send the approved manuscript to your publications office or to a designer. (Major publications will require six weeks lead time from this point.)
2. Meet with designer to discuss specifications, style of publication, and costs.
3. Manuscript is sent to typesetter.
4. Galleys are returned from the typesetter. Galleys and original manuscript go to editor and client for proofreading.
5. Galleys go back to typesetter for corrections, if any.
6. Layout of photocopies of galleys (art, photos placed, final quotes from printer).
7. Job is pasted up. Boards are approved by editor/client.
8. Job goes to printer.
9. Blueline (proof copy showing what printer's negatives look like) is approved by Publications Office/designer and editor/client. There may also be a press check for complicated jobs.
10. Job is delivered.

BE SURE TO ALLOW ENOUGH TIME FROM THE BEGINNING TO THE END OF THE ENTIRE PROCESS.

(Adapted from the UCI Publications Office Checklist)

COLUMBIA UNIVERSITY LIBRARIES
PUBLICATIONS PROGRAM

Alanna Siegfried Graboyes

Program Development Officer

for the Academic Information Services Group

April 1988

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OUTLINE

THE COLUMBIA UNIVERSITY LIBRARIES PUBLICATIONS PROGRAM: HOW IT WORKS

What is it that makes a publications program successful in a large, complex, physically decentralized library?

* A tightly organized structure?
* A strict set of standards to uphold?
* A budget devoted solely to the production of publications?

All three factors are important elements and their interdependent combination has produced publications that have guided thousands of library patrons through a complex library system.

ORGANIZATIONAL STRUCTURE

The organization of a publications program must depend on the structure of the library of which it is a part. At the Columbia University libraries four main reporting structures exist:

(1) Service Program Development Office
(2) Editorial Board
(3) Administration
(4) Public Service Staff

The four units work together on every program, each playing a distinct role. It is this productive cooperation that makes the program successful. Each unit is sub-divided according to its unique functions:

(1) Service Program Development Office:

(a) is headed by a staff position;
(b) reports to head of services group;
(c) is responsible for coordinating the production of publications (including inventory, design, proofreading, printing, and distribution);
(d) is responsible for coordinating publication expenses and observing the constraints of the budget line;
(e) provides assistance, guidance and editorial comments to individual librarians;
(f) makes sure primary service needs are met;
(g) maintains master copies of all publications for external use.

(2) Editorial Board:

(a) is composed of librarians from the public service units, each of whom represents a specific subject area or administrative unit;
(b) revises editorial policy;
(c) develops new formats;
(d) decides bibliographical style of citation, enforces its use, and establishes institutional image, logo, etc.;
(e) proofreads;
(f) advises on expenditures;
(g) reports publication news to the Board's constituency and supervisors of units;
(h) relays input from constituencies to the Board on publications (e.g., suggestions and questions);
(i) establishes system priorities for publications.

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(3) Administration:

University Librarian:

(a) has ultimate responsibility for Columbia University Library publications;
(b) supports an active publications program.

Director of Services:

(a) serves as the SPDO supervisor;
(b) recommends budget requests for publications and budgetary decisions to OPC;
(c) serves as a decision-making authority, handling complex and politically-oriented publications decisions.

(4) Public Services Staff:

(a) prepares publication texts according to editorial guidelines;
(b) sends all manuscript drafts to SPDO for review;
(c) suggests publication ideas and changes to their supervisors and SPDO for individual libraries and interdisciplinary publications based on their awareness of patron needs;
(d) maintains publication display racks in individual units (which includes ordering stock from SPDO each year).

EDITORIAL CONSISTENCY - INSTITUTIONAL IMAGE

A professionsl level of quality is ensured bya consistent set of established standards which includes:

(1) bibliographical format;
(2) uniform logo on all publications;
(3) no hand-lettered publications;
(4) sophisticated selection of paper stock and color (within budget restraints);
(5) high level graphic layout;
(6) maps drawn to scale;
(7) review by SPDO of all publications for external use;
(8) immediate accessibility of all master copies of manuscripts due to their central housing (in SPDO).

BUDGET

The third of the three important elements of a successful publications program is the amount of money allocated. In order to make the program functional there must be administrative backing in the form of financial committment. The publications budget, maintained by SPDO, is kept separate from all other library accounts. Although the budget at the Columbia University Libraries is small in comparison to other large institutions, a consistent inventory of 100 separate titles in maintained. When a budget is small, a great deal of creative decision-making is necessary in order to effectively reach students and faculty and assist in scholarly research.

Creating and maintaining a current and efficient library publications program takes effort, time, and money. The entire staff must function as a cohesive unit in order to make a publications program a successful operation.

THE COLUMBIA UNIVERSITY LIBRARIES PUBLICATIONS PROGRAM

INTRODUCTION

The library system of a single university, often composed of many small units, can be a bureaucracy in itself. Decentralized decision-making leads to inefficiency, duplication of effort and bureaucratic squabbling. Management of Columbia's libraries is especially difficult since they comprise the sixth largest academic library in the country, maintaining over 5.2 million volumes. The 26 libraries are spread over a sprawling central campus, an uptown campus 48 blocks away and a Geological Observatory 17 miles away in New Jersey. 536 staff members serve over 18,000 students and a large number of other patrons. This organization is for the most part a pyramid design of reportage.

The centralization of the Columbia University Libraries publications program was designed to expedite the production of library publications as well as create a designed appearance to the publications dispensed by the libraries.

HISTORY of PUBLICATIONS AT CUL

Prior to 1979 the publications program at the libraries was decentralized. Each library was allotted a certain amount in its budget line to prepare publications for patrons, such as bibliographies and library guides.

(1) The guides were printed on high quality, high cost paper, which made their across the board total costs prohibitive and thus prevented printing any other information material.
(2) Much information was duplicated in the publications because all major policies were uniform across most of the libraries.
(3) One library was often not aware of what was being produced in another library.
(4) The resources and services in the twenty-six libraries were not well publicized to its patrons.
(5) The publications from different libraries differed in appearance and because they were often prepared rapidly, were produced with little consideration to graphic style or effectiveness.
(6) There was no way to effectively convey information to patrons, no vehicle in the Director's Office to print and prepare publications for patrons and no coordination of activity among the libraries (e.g., circulation and borrowing information).

No one major event prompted the formation of a **publications study group**. It was generally acknowledged by librarians in the services group that a study of library publication needs was necessary if Columbia was to develop a comprehensive and coordinated series of publications to serve a wide range of user needs. In 1978, the publications study group was formed to make recommendations for an appropriate structure for the review, approval, design, production, distribution and financing of library publications. The librarians selected to serve on this committee were chosen from Columbia's three subject divisions and from one of its distinctive collections, the Avery Library of Architecture and Fine Art. Subcommitteees of the study group included staff from outside the committee as well. The Director of Services stressed to the committee the need to create a balance between individual initiative and a unified publications program and to achieve a high standard in public communications without creating an impossible bureaucracy.

The study group delegated the necessary fact-finding work on current publications policy among its members and assigned to each a group of Columbia libraries in which to conduct staff interviews to determine what publications existed as well as what publications were needed. After all the information was compiled and analyzed, some of the issues that developed were:

(1) Should the publications program be within the services group's jurisdiction?
(2) Should a new office be created to supervise the publications operation?
(3) How should the new office be staffed?
(4) What equipment would the office need?
(5) Which publications should be prepared first? long range plans?
(6) What would be the speediest and most efficient path for the prospective publications to take in order to create a smooth production flow?
(7) Should an editorial board be assigned the task of providing editorial assistance to the publications program?

Recommendations were presented to the Director of Services in May 1978. "Library publications" were defined as publications to be distributed to students, faculty, other academic institutions, libraries and donors, but did not include publications produced for internal uses (for example, guidelines for student assistants) or forms.

Creating and maintaining a current and efficient library publications program takes effort, time, and money. The entire staff must function as a cohesive unit in order to make a publications program a successful operation.

ORGANIZATIONAL STRUCTURE

SERVICE PROGRAM DEVELOPMENT OFFICE

(1) The **Service Program Development Office**, directed by a professional librarian, would be charged with the duties of coordinating library publications activity.

(2) The SPDO position would be a staff position under the Director of Services.

(3) The SPDO activities would support the work of the line people in services.

(4) SPDO would report directly to the head of the services group. This promotes rapid administrative feedback, prevents incorrect policy statements and possible misrepresentation of the library and also provides the head with authority which a staff position would not have otherwise.

(5) The SPDO would have responsibility for coordinating publication expenses as dictated by budgetary constraints.

(6) The SPDO would provide any needed assistance, guidance and editorial comments to librarians.

(7) The SPDO would design publications; maintain editorial standards for library publications.

EDITORIAL BOARD

An **Editorial Board**, composed of librarians from the public service units, together representative of all special subject areas and administrative units would be formed in order to alleviate communication problems. The duties of the board would be to provide assistance in the following areas:

(1) revision of editorial policy;

(2) development of new formats;

(3) review of suggestions;

(4) advice on expenditures;

(5) proofreading;

(6) report of publication news to their constituency and their division chiefs;

(7) provision of input from their constituencies to the board on publication suggestions and questions;

(8) establishment of system priorities for publications.

ADMINISTRATION

University Librarian:

(1) has ultimate responsibility for Columbia University library publications;
(2) supports an active publications program.
(3) proofreads publications when appropriate

Director of Services:

(1) serves as the SPDO supervisor;
(2) recommends budget for publications to OPC;
(3) serves as a decision-making authority, handling complex and politically-oriented publication decisions.
(4) proofreads publications

PUBLIC SERVICES STAFF

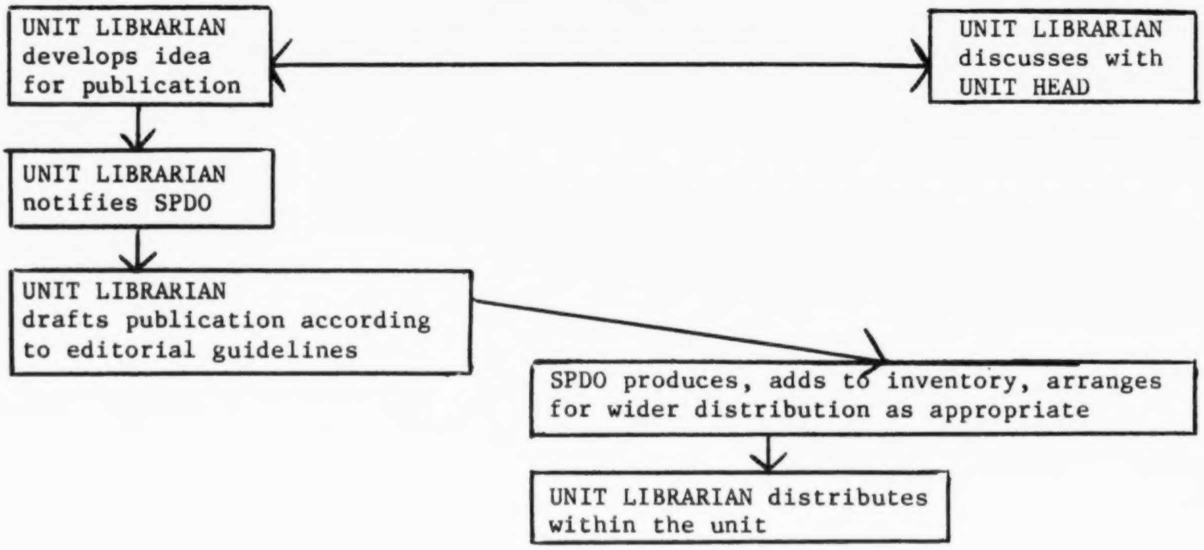
(1) prepares publication texts according to editorial guidelines;
(2) sends all manuscript drafts to SPDO for review;
(3) suggests publication ideas and changes to their supervisors and SPDO for individual libraries and interdisciplinary publications based on their awareness of patron needs;
(4) maintains publication dislay racks in individual units (which includes ordering stock from SPDO each year).

IMPLEMENTATION OF THE PROGRAM

A two-phase program of action was outlined for implementation and guidelines were given for avoiding bureaucratic tangles in production of publications. In July 1979 the SPDO was formed. The first course of action taken by the head of this office was to visit all the libraries, talk to the librarians in charge about their publication needs, survey the publication display racks and collect samples of all publications already in use. Then the editorial board was formed. Representatives from each division and the distinctive collections were appointed, as well as the SPDO officer. Several of the members of this first editorial board were on the original publications study group task force. In 1981 an additional member was named to represent the access service areas of the libraries.

During Phase I of the implementation the top priority was to complete production of interdisciplinary publications, those which linked resources in two or more libraries. Phase II was to include completing those publications which were primarily useful to single library units (for example, a floor plan of a particular unit) and those publications which would need a long period of time to complete. The most expeditious route for the production of publications was found to be as follows:

MODEL FOR PUBLICATIONS TO BE PRODUCED FOR A SINGLE LIBRARY UNIT



UNIT LIBRARIAN develops idea for publication

UNIT LIBRARIAN discusses with UNIT HEAD

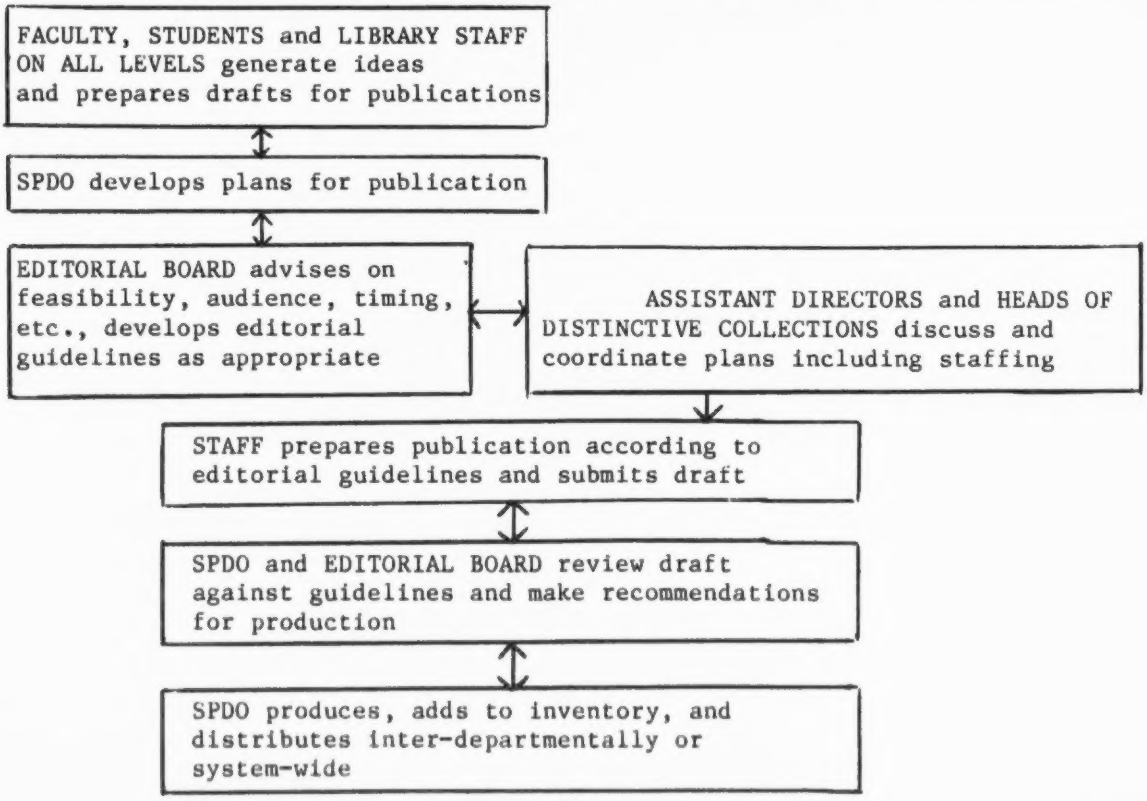
UNIT LIBRARIAN notifies SPDO

UNIT LIBRARIAN drafts publication according to editorial guidelines

SPDO produces, adds to inventory, arranges for wider distribution as appropriate

UNIT LIBRARIAN distributes within the unit

MODEL FOR PUBLICATIONS TO BE PRODUCED FOR MULTIPLE LIBRARY UNITS OR SYSTEM



FACULTY, STUDENTS and LIBRARY STAFF ON ALL LEVELS generate ideas and prepares drafts for publications

SPDO develops plans for publication

EDITORIAL BOARD advises on feasibility, audience, timing, etc., develops editorial guidelines as appropriate

ASSISTANT DIRECTORS and HEADS OF DISTINCTIVE COLLECTIONS discuss and coordinate plans including staffing

STAFF prepares publication according to editorial guidelines and submits draft

SPDO and EDITORIAL BOARD review draft against guidelines and make recommendations for production

SPDO produces, adds to inventory, and distributes inter-departmentally or system-wide

EDITORIAL CONSISTENCY

The study group outlined an **editorial policy of consistent standards** to ensure a high level of quality. It was the responsibility of the head of the office and the editorial board to review and communicate the following guidelines and standards for all publications to the rest of the library system: a uniform logo was to be used on all libraries publications; maps were to be drawn to scale; graphic layout was to be on a high level; a uniform bibliographical citation format was to be used; and no hand-lettered publications would be permitted.

BUDGET

In order to make the program functional there must be administrative backing in the form of financial committment. The publications budget, maintained by SPDO, is kept separate from all other library accounts. Although the budget at the Columbia University Libraries is small in comparison to other large institutions, a consistent inventory of 100 separate titles in maintained. When a budget is small, a great deal of creative decision-making is necessary in order to effectively reach students and faculty and assist in scholarly research and yet produce publications of quality appearance.

The first time the editorial board met, an outline of the publications program's course of action was prepared. The first year's budget of $3,000 (soon raised to $5,000) was divided into the areas of reprints/revisions, new publications and emergencies. The budget as of 1987 was $15,000. The Editorial Board still participates in the budget preparation process.

CONCLUSION: ASSESSMENT OF PUBLICATIONS PROGRAM

After the first year of implementation a trial questionnaire was distributed to a freshman english class and a graduate library school group. Few productive comments were received and there was a very low awareness of library publications on the part of the students.

All the reference librarians helped prepare a list of the most useful publications; a list of publications which could be combined with others; and a list of publications which were not meeting intended goals. Then a new questionnaire was distributed to the reference librarians, who are the ones in direct contact with the students and who use the publications to aid their reference service. It was culled from the responses that a more aggressive approach could be taken toward publicizing the publications available.

Library publications have become an integral part of the library instructional program, information office, departmental reference areas, faculty mailings, RLG mailings, and are also used as promotional items for job recruitment.

A LOOK INTO THE FUTURE

The Columbia Libraries publications program has been in operation for nine years. In those nine years new technology, i.e., word processing and desktop publishing software, have influenced operating procedures:

(1) More publications will be prepared because the tediousness of correcting manuscript copies will be eliminated;
(2) More publications will be kept up to date;
(3) More master copies of manuscripts will be done by the department library, thus freeing the publications coordinator's time for layout, printing and distribution;
(4) Online publications, produced on the Macintosh with mainframe connections, will be created.
(5) Reduced design costs because of laser printed final copy rather than typeset work.
(6) Higher quality output due to desk-top publishing systems and laserprinters. Less need to farm the work out to design studios.

Some problems may accompany these changes

(1) There could be a loss of quality layout control. Because preparing publications will be easy, libraries might quickly print copies on their own, or simply photocopy a typed master copy claiming it's only a quick and dirty copy. Copies can be prepared quickly and neatly at SPDO.

(2) The strict bibliographic guidelines set by the study group report may not be met if the department libraries produce their own publications.

(3) There will be no centralized record of the publication if it is prepared and printed by the libraries without being reported to SPDO.

(4) Because it is easy to use the Macintosh many operators think they can easily produce their own masters. But, the lack of design ability by this "home-grown" designers often produce sloppy, over-designed layouts.

TECHNOLOGICAL CHANGES NEED NOT CAUSE CHAOS

Some possible solutions to the problems mentioned above:

(1) All publications must go through the SPDO to check the layout and aesthetic appearance of the publication.

(2) All publications for general distribution should still be printed by SPDO.

(3) Strict bibliographic guidelines should be enforced and the librarians preparing the mauscripts must be aware of these standards.

(4) All master copies of manuscripts should be housed in the SPDO. If a manuscript is prepared on a disk, the disk should be copied onto a master publications disk in SPDO.

(5) SPDO should be made aware of all publications destined for external use. SPDO should be informed of all publications in preparation when the budget allocations are planned in April.

APPENDIX I

PROBLEM CASE STUDIES (that have occurred in the past)

Political bureaucratic disputes and jealousies surfaced that the study group could not have predicted. Additional questions needed to be addressed: aesthetics, time constraints, budget, inventory, ordering and distributing publications, proofreading, printers and typesetters, marketing, and feedback. Although the public service staff said they were in favor of centralizing the publications activity, there was some initial resentment to the program as staff felt they had lost control over information dispensed about their library. Once the staff saw that no control was actually lost, the resentment changed to support. On the whole the first, transitional, year of the publications program was one of difficult situations and obstacles, overcome with the support of the Director of Services and the editorial board.

Some of the most frequent problems that arose during the first year are as folows:

(1) How are publications selected to be printed?

Conflicts arose when publications were requested simultaneously, as one was often more urgently needed than another, or was proposed by a library that did not produce many publications and was therefore given printing priority. The Director of Services, who makes the final budgetary decisions, decided whether the preparation of the publication should be postponed or more funds be requested to cover the extra expenditure.

(2) What happens when a departmental library insists on designing its own publications or insists on specific details like color and quality of paper?

The publications coordinator decides on the paper quality and color, of course listening to suggestions from the staff member preparing the publication. If the decision was left solely to the individual units the entire purpose and control of a centralized program would be defeated.

(3) What should be done when a librarian writes an article for a promotional brochure, does not agree with the production coordinator's editing and insists that the article be printed as originally written?

The editorial board reviewed the problem and discussed the corrections with the person who filed the complaint. If further questions had arisen, the matter would have been brought to the attention of the Director of Services.

(4) What happens when a library insists on producing its own publications and paying for it out of departmental funds?

Departments cannot produce their own publications unless there are other sources for the payment, e.g., department approval, special grant. If money is found through outside sources the publications coordinator will assist in the production of the document while the department pays for the publication. No budgeted money was actually available to produce the publication and the preparation was delayed. (Note: the publications in this case were hypthetical, nothing was ever produced).

(5) What happens when a library requests that a publication be printed, then decides to change the copy and asks for a reprint?

No surplus money existed to reprint. The matter was brought to the attention of the Director of Service, and the publication stood as printed.

(6) What happens when a staff member wants a publication designed and printed for internal staff use?

Since the publications program is responsible only for the preparation of external publications, the publications coordinator was consulted on the design of the internal projects but the printing expense came out of another budget line. The coordinator acted as a liaison between the printing office and the requestor.

APPENDIX II

CRUCIAL SPDO PROCEDURES

Budget Account Number The publications program has a publications account separate from the Libraries' general printing account in order for SPDO to have control over expenditures. All printing invoices are sent to SPDO directly from the printing office in order to make sure that the allotted budget is not overspent and to verify the charges.

Inventory Control Since many publications are produced, control over stock needs to be enforced. A complete list is input on a computer and updated annually. It is then photocopied and distributed yearly to all libraries. The library publications inventory has now grown to over 100 publications falling into five broad categories: services, resources, how-tos, maps, and Macintosh generated signs.

Systemwide Publications When an interdisciplinary publication needs to be prepared or revised it must first be reviewed by the Director of Services, the division chiefs, and finally, the editorial board.

Proofreading All publications need to be proofread carefully in order to avoid typographical errors. Typos inevitably appear even if the article is proofread carefully, but good proofreading lowers their number. If corrections need to be made after a publication has been typeset, excluding typographical errors by the typesetter, an author's alteration fee (AAs) is added to the total cost, which must be considered when proofreading final copy.

Printing Facilities The Columbia Libraries use in-house print shops as well as commercial typesetters and printers, which are often dealt with through an intermediary source; the local newspaper facility or the university publication office. It was essential for the SPDO head to become knowledgeable about printing terminology, techniques and processes, so the libraries' needs are exactly understood by the printer. The library publications' office provides the print shop with a general sketch of the layout, the amount of money to be spent, paper quality, quantity needed and deadline date. As print shops carry numerous qualities of paper (some for offset, some for photocopies) with a wide variance in price, it is important to know how the different quality papers affect the finished work so the product meets the author's expectations. At least one week is allowed for printing small jobs. The print shop is notified before a large order is brought over - a courtesy which ensures a reasonable delivery time.
The CUL budget year ends in June, but the bulk of the print work is brought over to the printing facility in June. If the expenditures are to be covered in the new fiscal year it is necessary to make this clear to the print shop - and - get the permission to delay the invoices until July in writing by the Director of the printing facility.

Reprints May through the end of August is the busiest time for the Columbia Libraries publication program. In order to help organize a Fall library-wide distribution of publications the following series of steps are followed for reprints:

(1) SPDO updates computerized inventory (which includes all printing details) by April 15th.

(2) SPDO sends copies of the updated inventory to Editorial Board members and all departmental libraries. Libraries are asked to indicate the amount of each publication that will be needed for a school year, and reminded to include amounts for orientation packages.

Libraries prepare their initial reprint requests with the understanding that they should request enough publications to last an entire school year. However, unexpected needs for more publications sometimes arise and these emergency reprints are treated on an individual basis. If money is left in the budget there is no problem, but if no more money exists a request for more funds is made to the Director of Services.

(3) Libraries return the completed inventory by May 15th to SPDO.

(4) SPDO inputs all publication requests on the computerized inventory and:

(5) Assembles all master copies of requested publications.

(6) Dates the last page of each publication (printing date and quantity needed (e.g., [782]1M translates as July 1982, 1,000 copies)).

(7) Prepares printing office order forms for each requested publication. Includes total quantity requested, paper quality and color, offset of photocopy method of printing and due date.

(8) Copies printing office forms for SPDO records.

(9) Gets estimates from the printing office for the cost of each publication. Tabulates these estimates and if the totals are too expensive for the budget, reduces costs by adjusting the quantity ordered or the paper quality.

(10) Brings all publications to printing facility by June 10th.

(11) As printing is completed, the printing facility sends publications to the SPDO for distribution.

New and Revised Publications At the end of March a memo is sent out to all the libraries asking for a list of all publications that need revisions. The list is returned by the second week in April and the actual revisions by May 1st.

New publications (the publication needs to be fully prepared, e.g typed, edited, designed) need more preparation than a mere reprint.

Scholarly Information Center
Columbia University Libraries

SERVICE PROGRAM DEVELOPMENT OFFICE:
PUBLICATIONS PROGRAM

What SPDO-Publications Can Do For You

All library publications intended for external use are processed by the Service Program Development Office (SPDO) and its Editorial Board.* These publications include:
- those aimed at a more than one-time audience; and
- those publications which will be used repeatedly.

The only publication routinely excluded from this category are forms.

SPDO will arrange for your documents to be:
- typed on the Dec20 or Macintosh;
- transferred from IBM to the Dec/Mac;
- edited,
- formatted,
- designed,
- printed, and
- distributed.

You can also call the office for graphics advice during the planning stages of your publication.

All work edited at your request by the SPDO/Editorial Board for interdisciplinary documents, is reviewed by the author for approval before final production.

In order to make the staff of the Columbia University Libraries aware of the many publications available, an inventory of publications is sent to all public service staff annually.

Turnaround time: From 1 day for rush short-run no editing needed material to 1-2 weeks for items that need editorial work. If interdisciplinary work needs extensive editorial approval the turnaround time is longer.

PROCESSING SCHEDULE

The SPDO operation has grown from 26 library guides in 1979 to the current publications inventory count of 103 publications. In order to prepare our large publication inventory, meet every library's needs, and reach our mutual goal of Fall distribution, it is necessary to follow the schedule below.

- **April:** a request form is sent to you asking for your publication needs for the year. Prevent a shortage of publications in your libraries during the school year and prepare for emergencies by ordering sufficient amounts.

REMEMBER TO ORDER ENOUGH FOR YOUR ORIENTATION PACKAGES.

If you do not order for these packages and run out of stock in September the SPDO canot promise additional copies for the rest of the school year. The budget may not be able to accommodate your additional publication orders.

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* CLIO publications are handled by SPDO and the CLIO Publications Review Board, due to the technical expertise necessary for reviewing those documents.

- **May**: after receiving your requests, a budget is prepared by the Service Program Development Officer and the Editorial Board for the Director of Academic Information Services and the Planning Office. When both offices review and approve the budget publication processing begins.
NOTE: This budget is based on your publication needs.

- **June:** the SPDO prepares (that is reviews and updates) the publications.

- **July:** all revised and updated publications are sent to the printer.

- **Mid-August:** you should start receiving your publication requests by mail.

GOAL: have all publications in the individual library publication racks for the Fall Semester.

Enclosed is a listing of publications available for order from the Service Program Development Office. Please follow the guidelines outlined below and return the list with your orders to Alanna Graboyes, 318 International Affairs Building.

DUE MAY 1ST

(1) REPRINTS

Write in RED in the column provided on the right side of the order form, the quantity you need for the entire September 1987 through August 1988 period and send the SPDO the entire list by May 1st.

(2) NEW PUBLICATION-IDEAS

Write in RED at the end of the publication order form, all your ideas for new publications **for the period from September 1987 through August 1988.** Include the projected NUMBER OF PAGES and the QUANTITY NEEDED.

(3) REVISIONS

- Attach any comments you want to make regarding any publication on the order form.
- If there are any publications on the attached list you would like to revise send your suggested revisions with this inventory.
- Once the publications are printed no more corrections can be made until the following publication order year.

DUE JUNE 1ST

NEW PUBLICATIONS- FULL TEXT

- If you are planning to prepare new publications for the Fall please submit your text no later than JUNE 1st.
- If your text corrections are not received by that date they many not be ready for the Fall semester.

ANY QUESTIONS?
ARE YOU UNFAMILIAR WITH ANY PUBLICATION?
WOULD YOU LIKE TO BE SENT A COPY OF ANY PUBLICATION?

Please call the Service Program Development Officer at x3889 or cul.graboyes @cu20b on email.

Columbia University Libraries
420 West 118th Street
Room 318
New York, New York, 10027

POLICIES, PROCEDURES, AND GUIDELINES

Policy X . 7

GUIDELINES FOR LIBRARY PUBLICATIONS

A Brown University Library Publication is a printed work issued on behalf of the Brown University Library or the Friends of the Brown University Library with the Brown University Library (or Friends) clearly identified as the publishing agency. A publication may be the work of a single individual, a group or committee, or it may be issued under the library's name as author. It may be as elaborate as an exhibition catalog, a guide to the collection, or a newsletter, or as simple as a "point of use" guide, a map, or a bookmark.

As the use of computer technology becomes more widespread throughout the library system, it is becoming easier to produce and issue printed materials in handsome, professional appearing formats. Not all printed materials produced by library staff can be considered Library Publications. The distinguishing hallmark of a Library Publication is that it bears the Brown University Library Logo or that the Brown University Library is indicated as the publishing agency. With the exception of administrative publications, all Library Publications must be approved for distribution by the Standing Committee on Library User Publications.

Many of the sorts of materials printed by the Library are not strictly publications, and hence do not fall within the jurisdiction of the Standing Committee on Library User Publications. Among these are:

1. Library forms;
2. Form letters;
3. Stationery;
4. Manuals intended for internal use;
5. Signs;
6. Schedules and hours;
7. Other ephemera.

Another broad category of materials that cannot be considered library publications are the bibliographies, handouts, and other materials prepared by individual staff members in the course of bibliographic instruction, class presentations, or library tours. These are ordinarily intended for use on a single occasion or for a limited period of time, and are directed toward a very specific group, such as an individual class. While they may form the nucleus of a later formal library publication, they are not in themselves library publications, and therefore, the guidelines for publications need not be followed. Under the principles of academic freedom, employees of the Brown University Library may distribute publications at their own expense and in their own name, so long as it is clear that the Brown University Library is not the publishing agency.

REGULATIONS

Only Brown University Library Publications may:

1. Bear the Library Logo;

2. Be displayed as a library publication at public service desks in the major library units; or,

3. Show the Brown University Library as the publishing agency.

Publications produced prior to September 1, 1984 can continue to be displayed as long as the stock remains in print. If reprinted, they must follow the *Guidelines for Library Publications*.

There are two categories of Library Publications: (1) administrative publications, and (2) publications approved for distribution by the Library User Publications Committee. Administrative publications include:

1. Publications issued by the University Librarian (Annual Report, Long Range Plan, etc.);

2. Publications issued by the Friends of the Library (*Books at Brown*, Newsletters, brochures, etc.).

While administrative publications should try to adhere to the editorial guidelines set forth below, the distribution of these publications or the use of the Logo on them, does not require the approval of the Library User Publications Committee. However, one copy of each administrative publication should be sent to the chair of the Publications Committee to be included in the inventory.

Materials intended for distribution as Library Publications should be submitted in advance to the Chair of the Library User Publications Committee. The Library User Publications Committee will recommend to the Chair on whether the material should be distributed as a Library Publication. The Chair, with the advice of the Assistant University Librarians as appropriate, will recommend to the University Librarian an appropriate plan of action for issuing library publications.

EDITORIAL CONVENTIONS

Each publication intended for display at a library public service desk should adhere to one of the standard formats approved by the Publications Committee. Exceptions can be made as the need arises. Each publication should include:

1. Library Logo

2. Title

3. Author, if appropriate (e.g., in a brief guide or a catalog)
4. Publishing Agency (Brown University Library) and Department (if appropriate)
5. Date of issue (Month/year)
6. Phone number/place to call for further information
7. References to related publications
8. Notice of Copyright

Citations should be bibliographically complete (without title abbreviations) and include full call numbers if the publication is primarily a guide to materials in the Brown University Library. Publications should follow the MLA style or some other recognized style manual for the discipline. Above all, a consistent citation pattern must be followed.

As appropriate, the Library Systems/Planning Officer will apply for copyright of Library Publications in the name of the Brown University Library.

DISTRIBUTION OF PUBLICATIONS

In submitting a publication for review to the Library User Publications Committee, the following information should be provided:

1. To what audience is the publication addressed?
2. What is the best and most cost-effective format in which to issue the publication? Computer printout? Single sheet reproduced by the Copy Center? Formally designed and printed?
3. Can Script or a Lisa/Macintosh be profitably used to produce the publication or to retain the text for future changes?
4. Will design and editorial assistance (especially in the case of a catalog or guide) be needed?
5. How many copies will be needed? Is the publication for one time use only, or will there be a recurring need for it? Are further editions, updates, or reissues likely?
6. Is outside funding a possibility?
7. Will the publication be free, or will there be a charge?
8. How will the publication be advertised and distributed?

Library Publications as defined in these Guidelines will be printed and distributed with funds under the control of the Publications Committee and will not be charged to departmental supply budgets. Income from the sale of publications will similarly be credited to Publications Committee accounts. The sale of publications will normally be handled by the Library Business Office. Editorial, typing, and scripting assistance will be provided as resources allow.

One copy of each Library Publication, including administrative publications, should be sent to the Library Systems/Planning Officer for the publications inventory, and one copy should be sent to the Archives. The Library Systems/Planning Officer will maintain a printed inventory of available publications and distribute this list to department heads and administrative staff. The stock of available publications will be kept in the supply room and distributed to departments upon receipt of the appropriate supply requisition form.

■

INSTRUCTIONAL PUBLICATIONS
POLICY AND PROCEDURES
9/87

DEPARTMENT HEADS MANUAL

1. Goals

The goals of the Library instructional publications program are to:

- facilitate the regular production of Library instructional materials
- maintain a high quality of writing
- provide an annual review that ensures the currency of the information in the publications, or the discontinuance of publications no longer needed
- encourage the writing and production of new leaflets as topics arise or as ideas for publications are raised
- ensure sufficient stock of publications
- develop and maintain a standard printing format for the publications
- inform units of new and updated publications
- regulate production within the limits of the annual budget allocation for such publications

2. Definitions

The term "Library instructional publications" includes all printed material made available to the general public with the purpose of instructing and informing Library users concerning Library operations, procedures, services, etc.

Publications such as the following are considered "instructional":

- Library Orientation leaflets (LOLs), e.g., branch circulation policy leaflets; general descriptions of branch collections and collection policies; guides and posters explaining catalog use; guides describing how to find specific types of materials, such as dissertations and book reviews; descriptions of special services -- such as computer reference or services to disabled users.
- Lecture and workshop handouts
- "Library Resource Guide" (newspaper format, distributed campuswide annually)

Printed materials such as the following are not considered "instructional":

* exhibit catalogs
* bibliographies, including guides to the collections
* faculty newsletters (sent by University Librarian 3 times/year)
* research reports
* directional signs
* temporarily-displayed posters
* printed instructions on use of equipment
* printed instructions on use of particular reference works
* Christmas catalog

3. Coordinator

The Library Education Officer (LEO) is responsible for coordinating production of publications.

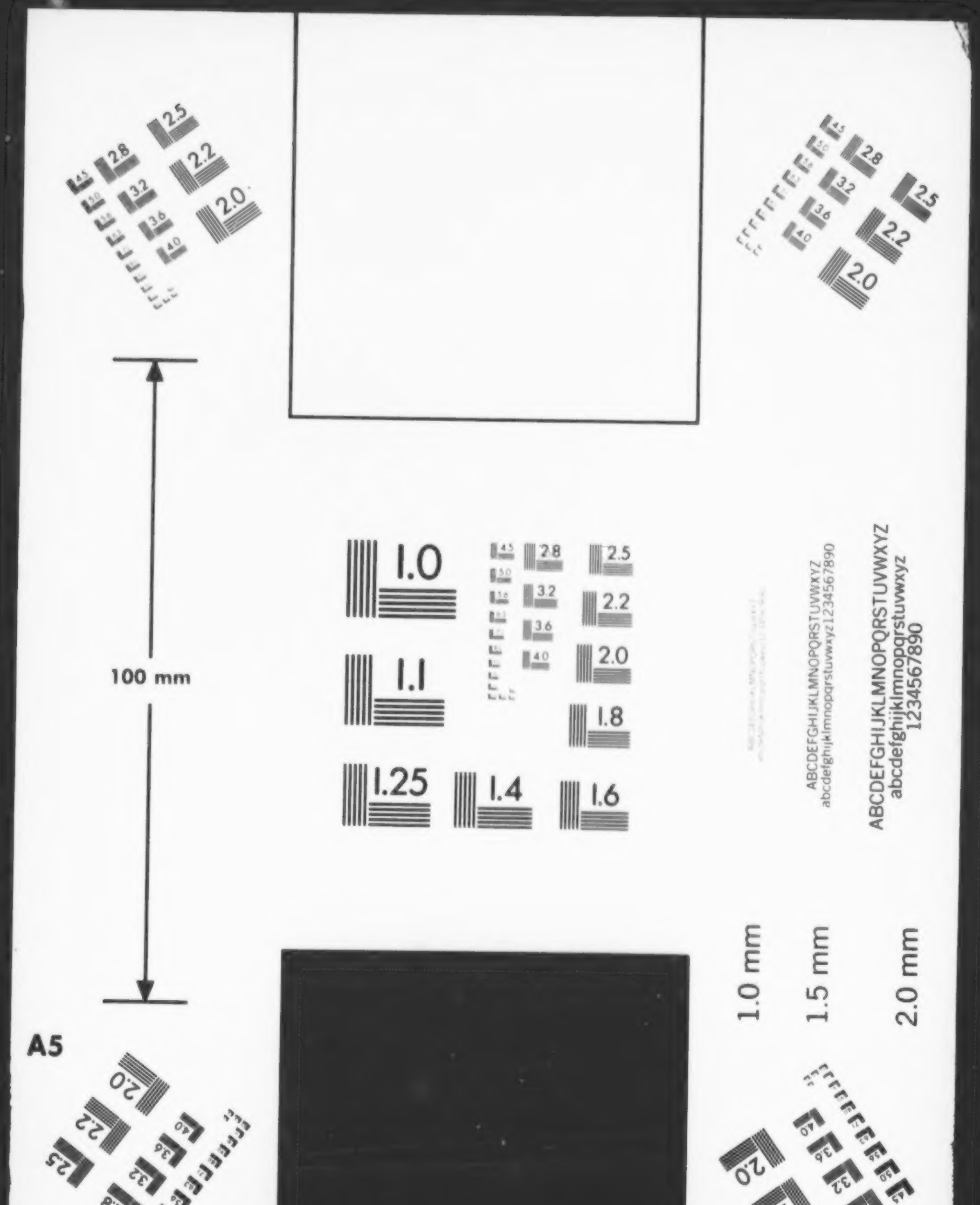
4. Numbering system and legend

The LEO assigns to each leaflet a "legend" (printed inconspicuously on the back of the leaflet) which begins with a 3-or 4-character code ("LOL" if the leaflet is a general "Library orientation leaflet"; a branch or department code if the leaflet refers mainly to a particular branch or department). The code is followed by, in order, a unique number; notations indicating the number printed; the date first published; whether revised, reprinted, or new; and the date of the current issue.

The code indicates the source of supply for ordering purposes: LOL publications are stored in numerical order in the Supply & Maintenance office (S&M); branch-coded publications are stored in the specified branch.

Sample legend: LOL 35 M (81) rev 9-87

*	LOL	intended for general use, stored in S&M, Room 17 Main Library
*	35	unique number of the publication
*	M	number printed (M=1000, 3C=300, etc.)
*	(81)	year first published
*	rev	publication is revised [repr = reprinted, perhaps with minor revisions; no notation = new]
*	9-87	month/year of current printing


100 mm
A5
1.0
1.1
1.25
1.4
1.6
1.8
2.0
2.2
2.5
2.8
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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2.0 mm

5. Supply of publications

(a) The quantity printed is an estimated one-year supply.

(b) For LOLs, all of the stock is kept in the Library's Supply & Maintenance Office. When a new printing arrives in S&M, one-quarter of the stock (an estimated three-month supply) is wrapped and stored separately, not to be opened until the rest of the stock is depleted. When S&M opens this last quarter, the office sends LEO a note to that effect, which prompts the review process.

(c) For branch leaflets, all except the final quarter stock is sent by S&M directly to the proper branch. When the branch's stock is depleted, the branch orders the final quarter supply from S&M, which then sends LEO a note to begin the review process for that publication.

6. Review and production procedures for existing publications

(a) Under normal conditions, S&M starts the process of review and production of revisions or reprintings of existing publications. (See #5 above, esp. (c). If, due to changes or errors, a revision is needed before the stock of the in-print version is low, the authoring unit should ask LEO for early production of a revised edition.

(b) When the Supply Office sends LEO the low-stock notice, LEO sends a copy of the old leaflet to the authoring Library unit, asking the unit to make these decisions within two weeks: a) revise, b) reprint as is, or c) discontinue the publication.

(c) When the author returns the reviewed publication to LEO, the revised copy (if revisions are substantial) is sent to the editor (a volunteer with editing skills). The editor, in consultation with the author, spends up to two weeks reviewing the publication for readability and consistency with other leaflets.

(d) When the publication is returned by the editor (or, if changes are minor, after it is returned by the author), LEO sends the publication to the Graphics Office, which handles layout and production. This stage takes up to one month.

7. New publications procedure

The originating unit/author sends the draft of the new publication to LEO, explaining the need for and the intended audience of the leaflet; estimating the quantity for a one year's supply; and noting other specifications such as preferred color, graphics, and size. The LEO assigns it a number and passes it on, with comments, to one of two Library standing committees, which reviews the publication for consistency with Library policies and for its compatibility with related publications:

Circulation Policy Committee--reviews leaflets describing a unit's circulation policy and practices.

Reference Services Committee--reviews all other instructional publications

The editor attends the review meetings; the author does not. The editor is expected to incorporate suggestions into the revisions of the draft. Any suggestions of substance are relayed in writing to LEO, who works with the author to incorporate the suggestions. If the author and LEO/standing committee cannot agree, the matter is resolved by the Associate University Librarian for Public Services.

8. Distribution of sample copies of publications

When the stock of a new or revised publication arrives in S&M, that office sends the LEO copies for archival files and for sending a sample copy to other Library units. The sample is accompanied by a cover form letter (sample enclosed) containing information about the expected use of the publication, its cost per copy, where to obtain more copies, how to handle leftover stock of the previous printing, and any other pertinent information.

Leaflets that are reprints of the previous edition, or which represent minor changes, are not distributed to Library units at large.

9. Ordering a stock for use in library unit

Using a Supply Requisition form (Admin 34), order leaflets with the code prefix LOL from S&M. Request by LOL number--for example "LOL 9"--and note the title of the publication. LOLs are packaged in quantity, usually 50 to a package. Consult the Libraries Supplies Catalog for the number per bundle, and specify the quantity desired accordingly. S&M will charge the ordering unit's account.

Leaflets with a branch prefix should be requested from the specified branch. Most branches honor telephone requests and usually do not charge the requesting unit.

670 PUBLICATIONS FOR SALE PROGRAM

A. Statement of Purpose

The purpose of the Publications for Sale Program has since 1966 been to promote and provide support for publications that describe or document in some detail the collections of the Stanford University Libraries; that chronicle significant events in the history of the Libraries which might have value to the profession of librarianship; that make available selected materials such as personal papers' collections, rare phonograph recordings, etc. that may be of value to researchers not located at Stanford University. The Publications for Sale Program does not cover the publication of SUL guides, brochures, flyers, or library internal documents except as they may meet the criteria outlined above, e.g. Collection Development Policy Manual.

B. Goals

1. To assist authors, editors and compilers of existing publications and individuals planning a publication with design, cost analysis, editing or revision, marketing and selling of publications.
2. To provide financial support for publications by means of a revolving publications reserve fund.
3. To maintain an inventory of available publications so orders can be filled expeditiously.
4. To insure a fair pricing structure for publications sold by the Libraries.
5. To market existing and new publications as they become available.
6. To establish and maintain a management information system on the sales program.

Objectives for achieving the above goals are established, reviewed and revised annually by the Assistant to the Director for Administrative Services and the Staff of the Publications for Sale Office.

C. Levels of Service

The level of service which the Publications for Sale Office will provide will be negotiated by the ASO Assistant and the author. Some Libraries' departments, offices or branches may have their own publications programs with separate funding. The Publications for Sale Office will provide on request assistance to these areas. The services which the Office are able to offer include:

1) assisting with design and layouts (includes providing some graphics support);
2) seeking the appropriate means of producing a publication;
3) acting as liaison between a publisher, SUL and the author;
4) establishing a quantity and price for a publication based on direct cost recovery, number of copies to be distributed gratis, use for foreign exchange, postage and handling costs, potential market;
5) funding production of publications with the understanding that proceeds from sales will be deposited into the publications account;
6) maintaining inventory of publications;
7) processing orders, depositing payments, maintaining records of transactions;
8) evaluating existing publications and working with authors whose publications need revising;
9) marketing of publications;

D. Pricing Guideline

Recovery of direct production costs govern the pricing guideline. The intent of the program is to provide a continuing funding source by which publications about the Stanford University Libraries can be made available to a wider scholarly community.

For publications sold to the community outside of Stanford University, price is established based on direct production costs to which is added a 20% handling charge. The handling charge includes the cost of postage except for airmail and overseas orders. These are added to individual orders. In general, dealers are offered a 10% discount on orders of $25.00 or more.

For publications sold to SUL departments or staff of the University, price is based on direct costs only.

THE UNIVERSITY OF TEXAS AT AUSTIN
THE GENERAL LIBRARIES

POLICIES AND GUIDELINES NO. 24

PUBLICATIONS GUIDELINES

These guidelines are inteneded to develop and maintain a high quality, coordinated publications program for the General Libraries, to insure maximum benefit from the use of publications funds and staff time, and to insure that two persons and/or committees are not unknowingly writing on the same or closely related subjects.

Scope

For purposes of these guidelines, a General Libraries publication is any document, regardless of medium, size, or format, which is to be reproduced using General Libraries resources and distributed to anyone other than General Libraries staff. Examples of publications included are acquisitions lists, bibliographies, bookmarks, brochures, handbooks, monographs, newsletters, self-guided tours, etc.

Examples of publications which are not included:

1) Forms of various kinds are not included even though they may be sent to or used by persons other than General Libraries staff. Cataloging forms; circulation, CIS, ILS or Reserve forms; form letters; order forms, questionnaires, statistics sheets, etc. should be approved by an Assistant or Associate Director or the Director as appropriate.

2) Minor user education publications designed for specific presentations, handouts, and bibliographies intended for limited circulation are not included. A minor user education publication should nevertheless be dated and clearly labelled as a General Libraries publication, and should follow Guidelines for Typed Bibliographies (Policies and Guidelines No. 9) and the General Libraries Publications Manual.

3) Staff-use publications such as committee reports and staff manuals are not included even though they may on occasion be distributed outside the General Libraries, e.g., to another library.

Approval

All publications must be reviewed and approved by the appropriate Assistant or Associate Director and/or the Director. The first issue of a serial must have similar review and approval although subsequent numbers are only approved by the editor of the serial and the person to whom the editor reports.

Any publication produced without the necessary approval will not be funded through the General Libraries or with other University funds. Final approval and permission to commit General Libraries funds is given only by the Director of General Libraries.

Procedures

Any staff member, library unit, or committee proposing a publication should consider the intended audience for the publication, the scope of the publication, the place of the publication in the General Libraries publications program, the format of the publication, the method of distribution, the range of distribution, and the cost (in dollars and staff time) of the publication. Once the idea for a publication has been conceived, the Publication Proposal form is forwarded as appropriate through the unit head and Assistant or Associate Director to the Publications Coordinator. (User education publication proposals will be reviewed by the Assistant for Public Services Programs. Appropriate committees will be consulted as necessary.)

The Publications Coordinator will:

1) Perform editing, proofreading and other production tasks, including securing cost estimates, encumbering funds, and acting as liaison with Office of University Publications and University Printing Division.
2) Publicize library publications as liaison with the UT News & Information Service and the library press.
3) Coordinate distribution of library publications.
4) Retain final copy and maintain printing records and inventory.
5) Deposit copies in the Texas State Publications Clearinghouse, Texas State Library.
6) Report in the Library Bulletin and to the Publications Committee on the status of publications.

FOR FURTHER INFORMATION ON THE GENERAL LIBRARIES PUBLICATIONS PROGRAM, OR FOR SPECIFIC DETAILS ABOUT PUBLICATIONS, CONSULT THE PUBLICATIONS COORDINATOR.

Revised by the Publications Committee January 1981.

Revised by the Associate Director for Public Services May 1981.

Reviewed and revised by Department Heads and Administrative Group August 1981.

Approved by Harold W. Billings, Director of General Libraries, September 3, 1981.

THE UNIVERSITY OF TEXAS AT AUSTIN

THE GENERAL LIBRARIES

PUBLICATION PROPOSAL

Library, unit, or committee________________________________Date__________

Title____

Author or compiler____

Series______________________________________Frequency________________

Proposed method of reproduction ________________Printed

________________Multilithed

Format____

Estimated number of copies____

Estimated cost___________________________(Consult Publications Coordinator)

Estimated staff time for writing (per issue for serial)_____________________

Intended audience____

Briefly describe and state the purpose of the publication:

Approval to proceed:_____________________________________ ____________
(Assistant or Associate Director) (Date)

Recorded by Publications Coordinator on Publications Calendar: _______________
(Date)

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GUIDELINES AND PROCEDURES FOR THE PRODUCTION OF LIBRARY PUBLICATIONS

I Aim of these Guidelines and Procedures

a to provide expertise, information and resources for staff members planning new and revised publications;

b to ensure a high level of quality and effectiveness in library publications;

c to ensure uniformity in design and format of library publications; and,

d to expedite the designing, printing and distribution of publications.

II Definition of a Library Publication

There are two classes of Library publication:

Class A

Any bibliography, exhibition catalogue or printed material, describing general or specific University Library facilities, services, or library instruction programmes, prepared by the library and issued with the University of Toronto Library imprint.

Class B

Administrative leaflets, letters for mass circulation, procedural guidelines, and documents such as Bulletins, Newsletters and annual reports prepared and issued by the Chief Librarian, or a specific library department or area, with the approval of the Area Head.

III Procedures for Class A Publications

A Criteria for Accepting a Class A Library Publication Proposal

a The publication must be requested and approved by at least one unit or section of the library, including the department head.

b The information contained in it should not be available in print elsewhere. Or, if it is, the information should require wider dissemination throughout the library.

c The publication should be judged to be a necessary way of meeting a specific user need.

d The information should be current and accurate.

e The text should be brief and to the point.

B Budget

In February (or earlier if required) the Publications Co-ordinator in consultation with the Publications Committee will prepare a budget for the year to be submitted to the Chief Librarian. Once approval has been given the Publications Co-ordinator may authorise the preparation of copy within the budget allocation, submitting the draft of each publication together with its format standard to the Chief Librarian, for approval before authorising the final production.

C Submitting a Class A Library Publication Proposal

a Ensure that the proposed publication meets the criteria listed above.

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University of Toronto

b Consult the Publications Co-ordinator before preparing the Publication proposal which should include the following:

1 Name of the individual preparing the text, department and phone number.

2 Title of the proposed publication.

3 Summary of the contents.

4 Format desired and estimated length.

5 The purpose of the publication and to whom it is addressed.

6 Distribution of the publication.

7 Date required.

c Submit the proposal to the Publications Co-ordinator, who may reject the proposal for stated reasons or, refer it to either the Chairperson of the Publications Committee or, if the publication must be expedited, to a special Publications Sub-Committee comprising the Chairperson and one other member of the Publications Committee, the Co-ordinator of Library Instruction, and the Head of Photoduplication.

d The Publications Committee or, its Sub-Committee, will advise the Publications Co-ordinator:

1 whether the proposal is likely to meet the 'criteria for accepting a Class A library publication' with or without modification;

2 which publication format standard would be appropriate or whether special design or formatting may be required.

e The Publications Co-ordinator may then request the originator to submit the hand written or typed draft, for review by the Publications Committee, or its Sub-Committee. If satisfied that the publication will be issued with some editorial modifications, the Publications Co-ordinator may submit the Word Processing Order Form so that the draft copy can be prepared for circulation using the Word Processor in Photoduplication.

f When the draft copy of the publication has been prepared it is the responsibility of the Chairperson of the Publications Committee to ensure that all departments affected by a given publication have been consulted either through the appropriate member on the committee or by direct contact, and the text approved by them. In addition the Publications Committee will:

1 ensure that one person is responsible, in consultation with the Head of Photoduplication, for the preparation of the final production draft;

2 appoint a proofreader for the final draft;

3 recommend the distribution requirement and the number of copies to be produced;

4 establish in consultation with the Head of Photoduplication whether the publication can be produced in-house or contracted in part outside and the probable cost;

5 and so advise the Publications Co-ordinator.

g The Publications Co-ordinator, acting within the allocated operating budget, will submit the draft for the Chief Librarian's approval. When this has been given the Publications Co-ordinator will complete the final Word Processing Order Form, attach the corrected draft and forward it to the Head of Photoduplication.

h The Head of Photoduplication will ensure that:

1 the publication design and format conforms with the library publication standards or, the special design and formatting requirements approved for the document;

2 the document has been edited and proofread by the originator of the publication and the nominated committee proofreader;

3 the publication is scheduled for in-house production in a timely cost effective manner or, in consultation with the Publications Sub-Committee and the Library Purchasing officer, is contracted to an outside designer or printer, in conformity with University contracting procedures.

i When the publication has been produced the Publications Co-ordinator or designate (e.g. Co-ordinator of Library Instruction) will:

1 instruct the Head of Photoduplication on the file retention requirements for the master copy on tape, if required longer than the standard for data retention;

2 arrange for distribution of the new publication;

3 store remaining copies with the Library storekeeper for distribution as required;

4 request a reprint as required after consultation with the Publications Committee;

5 discuss with the originator of the publication and the Publications Committee any revisions necessary to ensure accuracy and currency.

IV Submitting a Class B Library Publication

a Class B publications are the responsibility of the appropriate Administrative Head with the approval of the Area Head. Cost estimates should be obtained from the Head of Photoduplication to whom the draft and the completed Word Processing Order Form should be sent.

b The Head of Photoduplication will ensure that;

1 the publication design and format conform with library publication standards as outlined in the Production of Class A and B Publications using the Word Processor in Photoduplication, and those prepared by the Publications Committee or, the special design and formatting requirements approved for the document;

2 the document has been edited by the originator of the publication and/or a person designated by the Area Head and proofread by a nominee from the Publications Committee;

3 the publication is scheduled for in-house production in a timely, cost effective manner or, in consultation with the Area Head and the Library Purchasing Officer, is contracted to an outside printer in conformity with University contracting procedures.

c When the publication has been produced the Area Head or designate will:

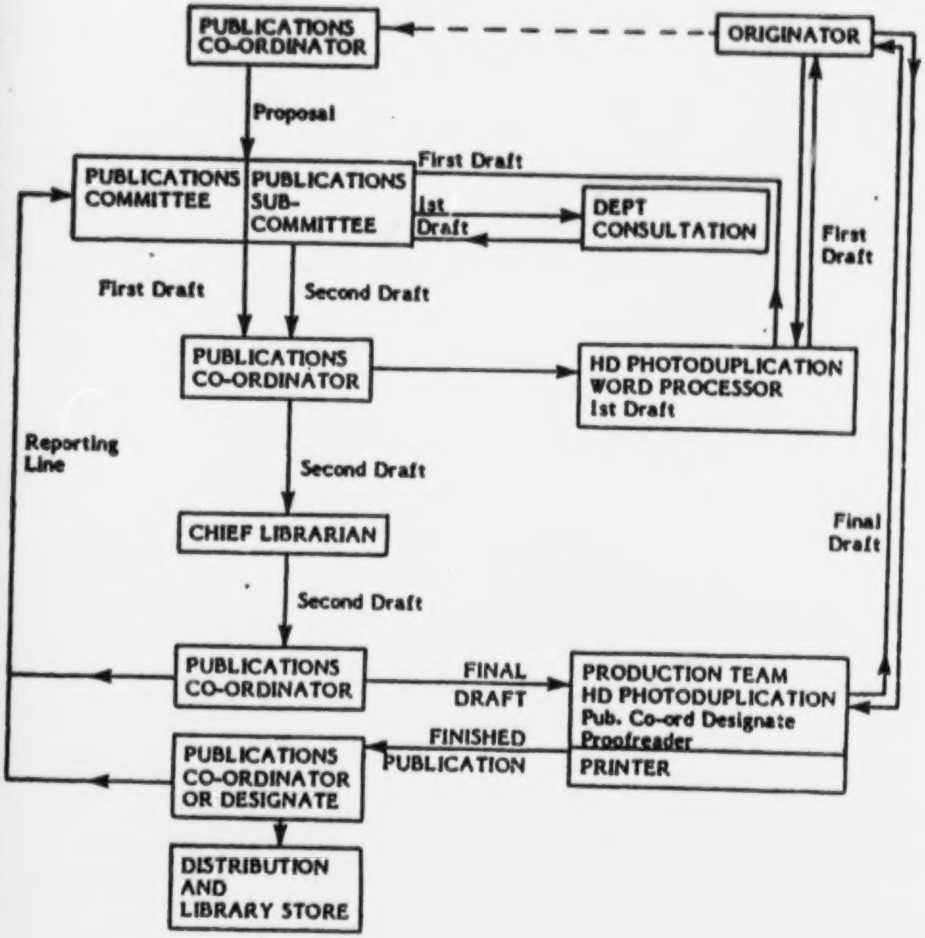
1 instruct the Head of Photoduplication on the file retention requirements for the master copy on tape if required longer than the standard for data retention.

2 arrange for distribution of the document.

3 store remaining copies with the Area Secretary or Library Storekeeper for distribution as required.

APPENDIX I

ADMINISTRATIVE LINE FOR CLASS A PUBLICATIONS


PUBLICATIONS CO-ORDINATOR
ORIGINATOR
Proposal
PUBLICATIONS COMMITTEE
PUBLICATIONS SUB-COMMITTEE
First Draft
1st Draft
DEPT CONSULTATION
First Draft
First Draft
Second Draft
PUBLICATIONS CO-ORDINATOR
HD PHOTODUPLICATION WORD PROCESSOR 1st Draft
Reporting Line
Second Draft
CHIEF LIBRARIAN
Final Draft
Second Draft
PUBLICATIONS CO-ORDINATOR
FINAL DRAFT
PRODUCTION TEAM HD PHOTODUPLICATION Pub. Co-ord Designate Proofreader
FINISHED PUBLICATION
PRINTER
PUBLICATIONS CO-ORDINATOR OR DESIGNATE
DISTRIBUTION AND LIBRARY STORE

UNIVERSITY OF VIRGINIA LIBRARY

POLICY STATEMENTS CONCERNING THE PROCEDURE FOR THE HANDLING OF PUBLICATIONS, BIBLIOGRAPHIC FORMAT, AND LIBRARY LOGO

The following statements of Library policy were approved by the Directors' Council on March 26, 1985:

PROCEDURE FOR THE HANDLING OF PUBLICATIONS PAID FOR FROM THE LIBRARY'S PUBLICATIONS BUDGET

The Publications Committee is charged with the responsibility to review all proposed publications that will be printed or photocopied for University students, faculty, and staff or other audiences outside the Library itself and that will be paid for from the Library's publications budget. Publications such as the "Emergency Procedures Manual" and open entry that are intended for internal use are funded separately and are not the responsibility of the Publications Committee.

Any Library department considering the commitment of staff time and other resources to a publication should submit a proposal for that publication through the department head to the Committee for its review and recommendation to the University Librarian. This proposal must be submitted to the Committee before any work other than planning is carried out on the publication.

In the proposal, the department must incorporate the following:

1. Description of the publication, including bibliographic format to be used, if applicable

2. Proposed author, editor, or compiler, and his or her credentials for this project

3. Proposed method of publication (offset from typescript prepared by word processor, typeset using data prepared on computer terminal, etc.)

4. Length of proposed publication, number of copies to be published, whether the publication is to be sold or distributed free. If free distribution is proposed, an explanation of the audience to whom it will be sent or made available should be included.

5. A statement of how this publication fits into the goals and objectives of the department proposing it, explaining briefly which program of the department will be furthered by the publication, and any relevant argument for it.

The Publications Committee will review the proposal, seeking more information from the department if necessary. After reaching a decision, the Committee will communicate its recommendation to the University Librarian, stating its reasons for supporting or opposing the proposal; a copy of the Committee's recommendation will be sent to the department head submitting the proposal. The University Librarian will make the final decision concerning the publication, informing the Committee of his decision by a copy of his letter to the department head submitting the proposal.

In the fiscal year in which funds will be necessary for publication, the department in its request for publication funds should include this item if it has been approved by the University Librarian. The Publications Committee will review the request with those submitted by all the Library departments, recommending the funding of as many as available funds will permit in that fiscal year.

Publications that are issued each year, and whose content and format do not change substantively from year to year--such as the bookmark bearing Library hours, or the guide to the Library--need only go through this process of review once. However, should the goals and objectives of the Library change in a way that would affect the regular publication, the Committee will call for resubmission for review of items on its regular list of yearly publications.

GUIDELINES FOR BIBLIOGRAPHIC FORMAT

The following guidelines for bibliographic format are to be utilized in the preparation of any Library publication. "Library publication" is defined as all guides, brochures, booklets, bibliographies, keepsakes, exhibition catalogs, etc., to be printed or photocopied for which funding will be sought through the Publications Committee.

Bibliographic entries in each publication will conform to a uniform standard. The Committee prefers the format in the *MLA Handbook for Writers of Research Papers, Theses, and Dissertations*, 2nd., 1984, unless its use does not conform to the requirements of the projected primary audience. The data elements for nographic citations ordinarily will include author, title, edition statement, place, publisher, date, and number of volumes. The data elements for serial citations ordinarily will include author, article title, serial title, volume or issue number, date, and pagination. Local classification and locations(s) should be included when pertinent.

A Selected List of Frequently Consulted Style Manuals

American National Standards Institue. *American National Standard for Bibliographic References*: Approved December 2, 1976/American National Standards Institue; Secretariat Council of National Library Associations. ANSI Z39.29-1977. New York: American National Standards Institute, 1977. (GL Stacks Z1001.A2A45 1977)

Modern Language Association of America. *MLA Handbook for Writers of Research Papers*. 2nd ed. New York: Modern Language Association, 1984. (Ready Ref., Clemons PE1478.M57 1984)

Publication Manual of the American Psychological Association. 3rd ed. Arlington, Va.: American Psychological Association, 1983. (Ref., Educ., Grad. Bus., Psych. BF76.7.P83 1983)

Turabian, Kate L. A Manual for Writers of Term Papers, Theses and Dissertations. 4th ed. Chicago: University of Chicago Press, 1973. (Ready Ref., Clem., Educ., FA, Music, Physics, HS, Law LB2369.T8 1973)

University of Chicago Press. The Chicago Manual of Style. 13th ed. Revised and expanded. Chicago: University of Chicago Press, 1982. (Ready Ref., Clemons, Educ., Music Z253.C57)

LIBRARY LOGO

The Library's logo is the Jefferson drawing of the Rotunda. It should be used on Library publications when the use of an official logo is appropriate.

GUIDELINES FOR PUBLISHING AT UNIVERSITY OF WATERLOO LIBRARY

It is library policy to help patrons make effective use of the University of Waterloo Library through an active publications program. The object of these guidelines is to develop a publishing program at the University of Waterloo Library which will best fulfill this policy.

PRIORITIES AND NEW PROGRAMS

The Publications Committee prepares the publications budget submission during the first quarter of each fiscal year. The budget is calculated by applying an appropriate inflationary factor to the current allocation. If the resulting amount is deemed inappropriate, documentation justifying the altered amount must accompany the submission. When the submission has been prepared, the Chairman confirms it with the appropriate Department Heads/Coordinators and submits it to the Operating Budget Committee for approval in late summer. Department Heads/Coordinators are responsible for the funds allocated.

At the beginning of the fiscal year, the publications program for the current year is reviewed and priorities established with input from all staff members of a department who are involved in publishing. The proposed program is then presented to the Publications Committee for discussion and approval. If the program is approved, the Chairman, Publications Committee submits it to a Public Services meeting for information. Where approval is not forthcoming, the Chairman, Publications Committee submits the program to a Public Services meeting for resolution. It is then the responsibility of the Department Head or delegate to ensure that staff prepare the previously discussed publications.

QUALITY CONTROL AND FORMATS

1. All projects must be approved by the Department Head, approved at a Publications Committee meeting and presented to a Public Services meeting before they are worked on in order to assess the financial implications of the project, to establish the priority of the project and to ensure that there is no duplication in projects.

2. All publications must comply with a standardized bibliographic style. The Dana Porter Library Reference and Collections Development Department and User Education have chosen to use K. L. Turabian, A Manual for Writers of Term Papers, Theses and Dissertations. Exceptions may be made if exigencies of space demand them. The EMS Library Reference and Collections Development Department has chosen the ANSI, American

National Standard for Bibliographic References. However, if a publication is directed to a population which uses a specific style manual the author may decide to use that style manual. Special Collections follows conventions set down by Alston and Jannetta Bibliography, Machine Readable Cataloguing and the ESTC (British Library, 1978) and Evans et al A Basic Glossary for Archivists, Manuscript Curators and Records Managers (1974).

3. All publications will contain numbered pages, the author's name and the date.

4. The Library has the following numbered series: AID; CHECKLIST; FOCUS; RESEARCH GUIDE; GUIDE TO GOVERNMENT PUBLICATIONS; DORIS LEWIS RARE BOOK ROOM NEWSLETTER; BIBLIOGRAPHY; WATMARS NEWSLETTER; OCCASIONAL PAPER; and TECHNICAL PAPER. Formats have been designed for each of these series and are available from the Department Head or delegate in each department.

(Series descriptions omitted for kit)

The Library produces other single publications such as the Library Handbook, the Inter-library Loan brochure and the Center for Research Libraries brochure compiled and edited by individuals directly involved with the service(s) being described. As well, the Library has occasionally published monographs of specific interest to the library profession which were edited by the authors.

When a title prepared by non-library staff is published by the Library the following guidelines should apply:

a. The Coordinator, Information Services should be consulted for approval before any preliminary writing takes place.

b. The actual bibliographical citations can be appropriate to the discipline, however, the overall publication formats as established by the Library are to be followed.

c. A liaison librarian appropriate to the faculty will be appointed by the Coordinator, Information Services as contact person.

d. The copy presented to the Library for final editing will be typed and will conform to the library's publication format.

e. The Library will pay for the production costs (i.e. typesetting and printing) of the publication, will set the price of the publication and will handle all marketing and distribution of the publication. For each title, 10 complimentary copies will be distributed free as part of the promotion. Any promotional copies in excess of this will have to be purchased at the purchase price.

EDITORIAL FUNCTIONS

The Department Head or delegate is responsible for editing all publications produced in the department to ensure the quality and standardization of all material issued from the department. It is, however, the responsibility of the compiler to prepare his/her work to conform to the accepted guidelines. Work submitted to editors which does not generally conform to these guidelines may be returned to the compiler for revision.

The Department Head or delegate will assign a series number to the publication after consultation with the Secretary, Publications Committee. The series are numbered with consecutive Arabic numerals.

A Department Head or delegate submits the camera ready copy to the Secretary, Publications Committee for further proofreading, and submission first to the Chairman, Publications Committee for approval and then to the Graphic Services Department.

PUBLICATION RECORDS

The Secretary, Publications Committee maintains a record of publication information such as author, title, date, number of copies printed, price and number of copies issued. Requests for reordering of publications are passed on to the Secretary and are subject to the approval of the Chairman, Publications Committee.

When a new publication produced by the Library arrives in the Receiving Area, five copies are sent to the Secretary, Publications Committee for distribution as follows: 1 copy to the University Librarian, 1 copy to Chairman, Publications Committee, 1 copy to University Archives, 1 copy to Publications Committee Archives and 1 copy for circulation to Publications Committee members.

PUBLICITY AND DISTRIBUTION

1. The Secretary, Publications Committee places a notice of the new monograph titles and new titles in the BIBLIOGRAPHY, OCCASIONAL PAPER, and TECHNICAL PAPER series in the campus media and the Library newsletter "From the Library Office."

2. Notice of publication of an OCCASIONAL PAPER, TECHNICAL PAPER, BIBLIOGRAPHY or a new monograph title is sent by the Secretary to the appropriate library journals and ERIC. On the recommendation of the author, the Secretary may send review copies to appropriate journals and/or faculty members.

3. Other announcements concerning publications at the University of Waterloo Library are made in the "Library Newsletter" and by other means as suitable (e.g. prospectus).

4. Notice of publication of a TECHNICAL PAPER consists of a Library Newsletter describing the title and a copy of the Table of Contents page. Notice is sent by the Secretary, Publications Committee to the appropriate library journals, to ERIC and to all the library schools in North America, the UK, Australia and New Zealand. On the recommendation of the author, the Secretary may send up to 10 review copies to appropriate journals, faculty etc.

5. Display racks for the in-house publications are located close to the Information Desks in the Arts and EMS Reference and Collections Development Departments and in the government publications collection. The Department Head or delegate is responsible for ensuring that the displays are well stocked and that more copies are ordered when necessary.

August 1986

SELECTED READING LIST

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Bube, Judith Lynn. "A Coordinated Library Publications Program," Library Journal. volume 111, number 17, October 15, 1986, pp. 46-49.

Eldredge, Jon. "Managing a Library Publications Program," College and Research Library News. volume 46, number 11, December 1985, pp. 620-624.

Naismith, Rachael. "Establishing a Library Publications Program," College and Research Library News, volume 46, number 2, February 1985, pp. 59-63.

Pratt, Dana J. "Publishing at the Library of Congress," Scholarly Publishing, volume 12, number 4, July 1981, pp. 329-337.

Stevens, Norman D. Communication Throughout Libraries. Metuchen, New Jersey: Scarecrow, 1983, pp. 103-107.

Stevens, Norman D. "Contemporary American Minor Library Publications," Library Science Annual. volume 2. Littleton, Colorado: Libraries Unlimited, 1986.

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